Two cuties, Pat Matteson and Marilyn McMahon, hold a frame in front of Ralph Marterie to show what a picture of a successful orchestra leader looks like. Meanwhile Marterie blows his horn saluting his current Mercury release, "Skokiaan", which is getting plenty of play throughout the country. Marterie has had several big ones lately including "Pretend", "Caravan" and "Crazy Man Crazy".
2 big hits on 1 RCA Victor record!

TONY MARTIN

sings—
a great new tango...

UNO

a brilliant new ballad...

LET'S TRY AGAIN

20/47-5841

A "New Orthophonic" High Fidelity recording
A MUST!

UNIVERSAL TONE LEVEL

The other day we were relaxing a little, sitting in an easy chair and listening to a disk jockey program. The disk jockey was fine, the records were good, but it was hardly relaxing. For 3 or 4 times in the period of an hour, we had to jump up from the chair to turn the volume either up or down.

At one point we were being blasted out of the house; at another we could hardly hear the music.

A universal tone level is one of the basic needs of the record industry. Everyone who has ever heard the radio for a protracted length of time knows what a problem this is.

But more important even than disk jockey shows, this is a great problem in juke box locations.

For a long time now, The Cash Box has been pointing out to the record industry, and its trade organization, the RIAA, how vital this question is.

Unfortunately, as yet, nothing has been done about it.

It would seem to us this problem is one of the easiest to solve. Almost every record firm belongs to the RIAA and we can't see where there is any controversial question involved here. It is simply a matter of agreeing on a particular tone level and everyone adopting it.

We're certain moreover, that the companies themselves would be anxious to participate in such an agreement for it can only benefit them—and harm them in no way.

Anything that makes it difficult to play records, whether on juke boxes, on the radio, or at home, detracts from the entire record industry. Anything that makes it more pleasant to play records, helps.

In our opinion, agreement on a universal tone level can be easily achieved, should be achieved as soon as possible, and the RIAA should take the lead in bringing the record companies together on this matter.
Just got back from Sweden and apart from finding good weather I found that business recordwise was picking up again. One of the big sellers right now is a German lady called "Hilderslein" ("Now And Forever" to you) as pitched by The Cash Box and recorded in English by Vera Lynn. Also starting now "Three Coins In The Fountain" and KITTY KALLEN's "Little Things Mean A Lot." Herbert Kallen is doing a little with "Lonnie." On the Market square of the Old Stockholm called the Gottlieb Quintet, Boy do they rock! And it's great to watch the pianist bob up and down from his seat at the piano and run to the mike to join the others in a vocal passage of a number. The China Theatre was running International Variety while the Tivoli was starring Christine Jorgensen who, despite unfavourable press notices, was drawing the curious crowds. TV hasn't yet started in Sweden and should be by Friday next. Now for the news from London and other parts.... Rudy Vallee arrives in London on Monday and plans to stay here for several months. He will undertake a film part with Jane Russell and make several television films, also no doubt many guest appearances and record sessions with many friends. Welcome Rudy.... U.S. recording star Guy Mitchell has been voted into second place in a popularity poll for the outstanding new stars in films. On behalf of the Motion Pictures Exhibitors of America, he is to be presented with the international "laurel" plaque by Vera Lynn next Tuesday at the Savoy Hotel in London. Suggestion that Mitch Miller might fly here for this affair and also supervise some of Gay's waxings over here was entertained by Gay's people this week.... Billy Eckstine has confirmed that he will tour Europe in the next three years beginning with a tour of British vaudeville theatres. He would kick off next April at the Olympia in Paris and follow with stops in the South of France, Spain, Italy, and Russia, according to reports. In Brazil.
Ed Meath (WHWC-Boochester, N. Y.) has taken on the pleasant new task of handling the personal management of Miss Karen Hallman, Miss New York State. Karen, a budding new pop singer, placed second to Miss U. S. A. at Long Beach, California last month, . . . Tommy Edwards (WHERE-Cleveland) still carrying on the fight for 78's. . . . Charlie O'Donnell, program director of WHAT, Philadelphia, Pa., announces the birth of a daughter, Patricia, on August 17th.

Pic of the week—Ted Steele, already one of the busiest performers in show business with 15 TV hours a week listed nationally, begins a new daily radio show for the network on September 13. The program's format will attempt something a bit different although basically it's laid out along disk jockey lines. The difference? Between pop platters and guest star interviews, Steele will render poetry readings and bits of philosophy. "Not too deep though," Ted assures me, "something between Henry Youngman and Red Barber." . . . All sorts of things happening to Jerry Kay (WTX-New Orleans, La.) to keep him from getting bored. His car was stolen about a week ago on a Saturday night and was returned about four hours later. With a rumpled front end. Still missing is Jerry's prized bowling ball and fishing equipment. . . . Dean Tibbetts switching to WMR-TV exclusively starting in October. WMR is New Hampshire's only TV channel. . . . Party Verna Leeds and (not-so-party) Buddy Basch off to visit Boston deejays on behalf of her disking of "My Reverie" and "Come Back," just out on Jubilee. . . . Murry Barber (WMOT-N.Y.) record library, just back from a vacation in Atlantic City, N.J., . . . Bob E. Lloyd (WAVE-New Haven) in town for a short vacation. . . . September 1st was designated "Barry Kaye Day" at West View Park, Pittsburgh, Pa. This was a special day for the members of the 130 Barry Kaye Fan Clubs and loyal supporters of Barry's Disk Jockey Show (WJAS) daily from 1:30 to 5:30 p.m. and Sundays from 2 to 5 p.m. Dancing, fireworks, et al.

Fred Fiske, WWDC-Washington, D.C., taking his hard-earned one week vacation on Labor Day. Fiske's "Prize Party" will be handled by Jack Rowce will be rotated among WWDC Jockeys Bob Will, Ed Studebaker and Jacques Wells. Where's Fred going? He'll stay home minding the baby.

"It's What's in THE CASH BOX That Counts"
DAVID CARROLL
(Mercury 70444; 70444-A) 

"IN A LITTLE SPANISH TOWN" (2:00) [Lee Feist ASCAP—W.P.] One instrumentation of a great oldie is presented by the David Carroll orch. Delightful tune that could be revived by this waxing. Keep an eye on this one.

BUPMY BUMP" (1:58) [Johnstone-Monti ASCAP—Gene] Another instrumental cutie is handled with finesse by the maestro and his boys. Happy sound with the chorus playing a major role.

VARIETY BOYS
(Rawkus 26; 45-261)

"NO MORE TEARS" [Jay AS- CAP—Stone, Malle] The Variety Boys make a good showing on their latest release as they ease through a slow shuffler. Jimmy Brown in the featured voice.

"CITARRA ROMANO" On this end, the crew fashions another slow rhythm item in the swing manner. Tune is a pretty one.

JEAN STRANGE
(St-1522; 45-1522)

"IF YOU SEE ME CRYING" [Studio BMI—Eddy, Shamen] Newcomer Jean Strange makes a sparkling debut for Dot with a beautiful multiple voice job on a glowing new ballad. Thrush has a superb and warm sound. Lew Douglas sets up a wonderful arrangement and orking. Could hit big for Dean. 

"SPEAK WITH YOUR HEART" [Cadillac ASCAP—Tanski, Olympia] The song sounds much like Joni James on this Latin tempo ballad so tenderly offered. Douglas and the chorus again showcase the chip to best advantage.

THE FOUR COINS
(Epc 9074; S-9074)

"WE'LL BE MARRIED" (2:36) [Hamilton BMI—Campbell, Campbell, Moore] The Four Coins bow on the Epic label with an exciting style and sound that could catapult them up on top with this first release. It's a good tune set to a shuffle tempo. Boys have a very commercial style.

"ONCE MORE" (2:10) [Bush BMI—Weiner, Crane] Another shuffler is sent across with a load of color by the Coins. Their voices have that exciting harmony that's selling big today. Watch 'em.

GINNIE GIBSON
(MGM 1188; K-11884)

"THERE'S A SMALL HOTEL" (2:56) [Chappell ASCAP—Rodgers, Hart] A beautiful oldie, to be used in the musical "On Your Toes," is tenderly vocalized by the warm and expressive voice of Ginny Gibson. Joe Lipman's arr. assists.

"THE SONG THAT BROKE MY HEART" (2:50) [Broadcast Music BMI—Gru, Davidson] A pretty, slow, sentimental ballad is feelingly fashioned by the thrush as a male chorus supports. Tearful tune.

FRANK SINATRA
(Capitol 2922; F-2922)

"IT WORRIES ME" (2:32) [ABC Music ASCAP—Schnit, Schultz, Reichel] "WHEN I STOP LOVING YOU" (2:55) [Trans Music BMI—Copeland, Greene, Cates] FRANK SINATRA

SINATRA, has what looks like another "Young At Heart" in his latest release for Capitol. It's a beautiful new love song dubbed "It Worries Me." And aided by a superb Nelson Riddle orchestra- tion, the "Voice" sounds absolutely sensational. The lyrics are wonder- fully refreshing. They're not the run-of-the-mill love lyrics. It's de- finitely the crooner's best job since "Young At Heart." The coupling is another pretty romantic item dubbed "When I Stop Loving You." It's a big production with loads of voices in the backdrop. We're crazy 'bout the top segment. Watch it go!

TONY BENNETT
(Columbia 40311; 4-40311)

"NOT AS A STRANGER" (2:50) [Ben Bloom ASCAP—Schroeder, Silver] "MADONNA, MADONNA" (2:55) [Joy ASCAP—Merrill] TONY BENNETT

BENNETT comes up with two new beautiful tunes, each of which has the potential needed to carry up top. Supported by a string filled Percy Faith orking, Tony's got all the sincerity that his voice holds into a warm love song with the same title as the #1 best selling novel "Not As A Stranger." It's a top grade delivery on some top dance metal. "Madonna, Madonna" is an equally beautiful piece of work. It's a semi-religious number that fits perfectly into the current popularity of such tunes. A dramatic reading that's penetrat- ing, Tony has an exciting couple- ling that should have no trouble making the grade.

DEAN MARTIN
(Capitol 2911; F-2911)

"ONE MORE TIME" (2:40) "TRY AGAIN" (2:40) [Hill & Range BMI—Hill, Hening] [Brodhaw BMI—May, Kollmann] DEAN MARTIN

DEAN MARTIN dishes up a new coupling that oughta keep the jake boxes humming all day long. It's a terrific two sider that can't miss the hit class. On one end, Dean leans into a German watts tune tagged "One More Time" that has the same happy and lighthearted qualities that made "That's Amore" a hit. Dick Dale assists the war- ner with a fascinating "corky" backgrounder, that should help the record click fast. The coupling fea- tures Dean in a tender romantic manner as he sings a warm and very inviting ballad titled "Try Again." Polished bit of piping. Both ends have got it. It's a toss up.

PEE WEE HUNT
(Capitol 2912; F-2912)

"HELLO" (2:06) [Montclare B—Maxted] In his colorful and unique manner, Pee Wee Hunt bounces through another intriguing ditty that's really got an effect of a cutely commercial material in "Oh!" style.

"WALKIN' ALONG" (2:06) [Hill & Range BMI—Schaefer] Another delightful plener is offered in a manner by the Hunt aggre- gation.

BARRY FRANK
(Bell 1059; 45-1059)

"SMILE" (2:04) [Bourne ASCAP—Chaplin, Turner, Parsons] Sup- ported by the Sing Singers and a Larry Clinton orchestra, Barry Fra- ces a beautiful new fast-bitted ballad. Pretty reading.

"IF I GIVE MY HEART TO YOU" (2:27) [Martin BMI—Crane, Jacobs, Brewer] Another contender is tenderly fashioned the "I'm in love." Backdrop has a nice subdued Latin tempo. Nice Job.

BERNIE KNEE & SMITH BROS.
("X"-0047; 4X-0047)

"LUCKY JOE" (2:00) [Geo. Patrick ASCAP—Adler, Kossw] composer of the music for "T Pajuma Game," team up on a beautiful new ballad expressively dubbed Bernie Knee and the Smith Bros. Got tone with a load of potential. Com- catch fast.

"WE COULDN'T SAY GOOD BYE" (2:22) [Words Music ASCAP—Woods] A slo shuffler is warmly treated by the boys. Smooth style that's commendable.

DICK HYMAN TRIO
(MGM 11881; K-11881)

"CECILIA" (2:24) [ABC ASCAP—Adler, Kossw] made a strong showing on his first MGMer "Unforgettable," coming through with another powerful personal- item in the oldie "Cecilia Great, virile and sound. This one could hit for the group. Dick looks on the harpsichord.

"BEAST OF THE SUN" (2:41) [Santly-Joy ASCAP—Bowman] The harpsichord again takes the featured spot in the groups portrayal of another favorite. Slow shuffle great for dancing.

TED HEATH-JOHNSON BROS.
(London 1500; 45-1500)

"SKOKIAAN" (2:26) [Shapla Bernstein ASCAP—Shona, Zvure] London coats its own Buluba Band hit with a jumping instrumenta- tion version by Ted Heath's band. The version should go big in England where Heath is tops.

"SKOKIAAN" (2:17) [Shapla Bernstein ASCAP—Shona, Zvure] On this end, the dinky cover the vocal version with a clever read- ing by the Johnathan Brothers. The lead exciting depictions.

www.americanradiohistory.com
HAS THE BIG HITS

The McGuire Sisters

"SPECIAL RELEASE"

"MUSKRAT RAMBLE"

and

"Not As A Stranger"

CORAL 61258 (78 RPM) and 9-61258 (45 RPM)

"LONESOME POLECAT"

and

"Uno Due Tre"

CORAL 61239 (78 RPM) and 9-61239 (45 RPM)

"GOODNIGHT, SWEETHEART, GOODNIGHT"

CORAL 61187 (78 RPM) and 9-61187 (45 RPM)

Teresa Brewer

Sings

"AU REVOIR"

and

"Danger Signs"

CORAL 61225 (78 RPM) and 9-61225 (45 RPM)

Don Cornell

Sings

"HOLD MY HAND"

and

"I'm Blessed"

CORAL 61206 (78 RPM) and 9-61206 (45 RPM)

Johnny Desmond

Sings

"THE HIGH AND THE MIGHTY"

and

"Got No Time"

CORAL 61222 (78 RPM) and 9-61222 (45 RPM)

Paul Whiteman

And The "New" Ambassador Hotel Orchestra

Play

"WHISPERING"

and

"You're Driving Me Crazy"

CORAL 61228 (78 RPM) and 9-61228 (45 RPM)

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, Inc.)

"It's What's in THE CASH BOX That Counts"
THE JOHNSTON BROTHERS

[London 1485, 45-1485]

B WEST OF ZANZIBAR [Leeds ASCAP—Sugars] A rare tropical novelty with plenty of beat gets a big production treatment from the Johnston Brothers. Happy dough that could make big noise if it gets a push.


JOE LOCO

[Tea 225; 45-225]

B "GOODY GOODY" [—Mercer, Malnick] A terrific ork gets a solid big band mamboul instrumentation from the Joe Loco band with the Quintet in the foreground. Item really moves. Great beat.

C "MOONGLOW" [—Hudson, De Lange, Mills] Another wonderful ork gets the Cuban beat treatment. Great dance stuff. Number drives from start to finish.

RAY SANTOS BAND

[Lloyd 113; 45-113]

C "MUSIC MAKERS" (2:44) [Paramount ASCAP—James] A top instrumental hit of the "Forties" is set to the mamboul beat by Ray Santos and his band. Clear sharp-beat material that invites the dancer.

C "DIGA DIGA DOO" (2:34) [Mills ASCAP—Santos] Another pop ork is fashioned to a faster beat by the boys. Interesting arrangement that makes pleasant listening.

RAY ALLEN TRIO

[King 1383; 45-1383]

B "LOVE ME! LOVE ME!" (2:30) [Jay & Cee BMI—Glover] A pretty tune with a shuffle rhythm is perfect material for the Ray Allen Trio's wonder sound. Lead voice has a great deal of commercial appeal. Good sound.

C "WHY SHOULD I LOVE YOU?" (2:32) [Skyark ASCAP—Barlow] The boys ride through a good jump tune that's showing signs of breakthrough. Good item.

THE CASE BOX

SLEEPER OF THE WEEK

"THAT WAS MY HEART YOU HEARD" (2:45) [Laurel ASCAP—Benjamin, Weiss]

BETTY MADIGAN

MGM 11812; K-11812

B Although "Joey" never made it into the top ten, Betty Madigan still had a long run hit with her recorded version of the tune. It first appeared in the Spring and has been on the charts ever since. It established her as a "name" performer. Now the thrust dices up two new great sides that are sure to enlarge her following. On one end, Betty leans into a beautful ballad titled "Always You." And Betty does a brilliant job with it. She's really polished and sings a beauty of a song. The Ray Charles Singers and Joe Lipman's ork set up a fine backdrop for the thrust. Take your pick. Both ends rate.

RUSTY DRAFTER

(Mercury 70446; 70446 x 45)

C "THE MAGIC CIRCLE" (2:00) [Laurel ASCAP—Benjamin, Weiss]

RUSTY DRAFTER

(Mercury 70446; 70446 x 45)

• Versatile Rusty Draper comes up with an interesting and exciting coupling that oughta do tremendous business in the jukes and send the artist onto the charts once again. Assisted by a chorus, Rusty rides through a shuffle beat-marsh tempo item with a load of punch. It's a really ditty called "The Magic Circle" with a simple melody that sticks with the listener. It's one of the strongest sides in quite a while for the songster. Flip is a lively group vocal "cornball" revival of one of the all time great bouncers, "Muskrat Ramble." Number gets a solid backing. Keep a tab on the upper platter. It could hit big.

"ALWAYS YOU" (2:39) [Lowell BMI—Toto, Mario, Gary, Kriegsmann]

THE CASE BOX

BEST BETS

In addition to the Cash Box music staff, records listed below, in addition to the "Disk" and "Sleeper" of The Week, are those most likely to achieve popularity.

C "IF YOU SEE ME CRYING" (2:50) [MGM]—Jae Stronge

C "IN A LITTLE SPANISH TOWN" (2:40) [Mercury]—David Carroll

C "WE'LL BE MARRIED" (2:35) Four Coins

C "CECILIA" (2:46) Dick Hyman Trio—MGM 11811; K-11811

C "LUCKY JOE" (2:36) Bennie King & Smokey Joe—"X"-0047; 4K-0047

HOPE HOLIDAY

[Decca 29243; 29249]

B TEDDIE WENNERG EN JEAN" [—Mercer, Malnick] Another pretty tune from the same extravaganza is belted out by the exciting voice of Hope. Thrush has a brilliant future from the sound of this hoper.

GEORGE CATES O. & DREAMERS

[Carol 6214; 9-6214]

B "THE SONG THAT BROKE MY HEART" [Paramount ASCAP—Lombardo, Loeb] From Guy Lombardo's "Arabian Nights" comes this catchy novelty so capably handled by Hope Holiday and the male chorus. Lively and cute.

C "IT'S GREAT TO BE ALIVE" [Shapiro-Bernstein ASCAP—Lombardo, Loeb] Another pretty tune from the same extravaganza is belted out by the exciting voice of Hope. Thrush has a brilliant future from the sound of this hoper.

THE EIGHT BELLS

[Bell 1060; 45-1060]

C "SKOKIAAN" (2:31) [Paramount ASCAP—Glazer, Margurn] The Eight Bell company, with another vocal version of the high-flying Spanish hit, has an interesting cover on the revised oldie. "Dream," Simple, straightforward delivery with the girls taking the lead.

CHAMP BUTLER

[Colombia 40292; 4-40292]

B "I'M COMING OVER TO LOVE YOU TONIGHT" [Paramount ASCAP—Pola, Carr] Percy Faith sets up a solid backing for Champ Butler's multiple voice styling of a good bounce item. Catchy item full of color.

C "TIL CRY TOMORROW" (2:47) [Gale & Gayles ASCAP—Distant Miles] The crooner gives out with a smooth delivery of a pretty tune. Lush Paul Weston backing showcases the Champ to best advantage.

JANE RUSSELL-RHONDA FLEMMING-CONNIE HAINES-BERYL DAVIS

[Carol 6214; 9-6214]

B "GIVE ME THAT OLD TIME RELIGION" [F.D.] One of the classics of religious pop is sent across in secular fashion by Jane, Rhonda, Connie and Beryl. A strong showing. They're getting better with each occasion.

C "JACOB'S LADDER" (2:50) [F. D.] Their first slow-moving religious disk is this one. Their arrangement has a beautiful sound and exciting harmony. Solos are outstanding too.
YOU'LL KNOW IT'S A HIT THE MINUTE YOU HEAR...

THAT WAS MY HEART YOU HEARD!

"Always You"

by 2

Betty Madigan

M-G-M RECORDS
11812

"It's What's in THE CASH BOX That Counts"
Turning the Tables

NEW YORK:
The hurricane this week left many music men stranded. Dee Finch of WNEW, for instance, was caught out in Montauk for several days. Others who lived on Long Island’s East End found themselves stuck without electricity and phone wires down. * Randy Wood of Dot Records has signed Lew Douglas as artist and conductor for his label. * Her First Eastern tour was such a success that Kitty Kallen will embark on another string of one-nighters starting November 12 in Kansas City, then ending in Texas on November 28. * Bob Merrill’s first tour in his own publishing firm is June Valley’s “Tell Me, Tell Me.” * Several toy manufacturers are showing interest in Joe Schuster’s latest song “Sneaky the Monkey.” * Billy Duke is making radio spots with his first Coral disk “I Cried.” * The Delta Rhythm Boys are back on the Decca label. Al Hibbler has signed the De Marco Sisters. * Frances Kaye back from a trip to Europe. While there she did her work for Patti Page and visited the continent. * An interesting switch on Grossinger’s lake last week-end was Jack Larry appearing with Julia Cheele around. In boats near waterfront.

Jerry Marshall and Gene Klawan. * Bernie Wayne has written a song titled “Miss America” which has been signed to an official song deal by American Paynette which takes place on September 11 at Atlantic City. * WNEW is launching a new live show to be emceed by disk jockey Art Ford. It will be titled “The One Week Stand” and will feature a different guest each week. * Woody Herman has signed a contract with Capitol Records.

CHICAGO:
The outstanding number of the current Chez Paree show, we believe, is “The Butcher Boy.” sung completely by Italian by Jhonsii. The cast is illustrious. If all the personality that is poured into this number could be confided on wax, general belief here is that Mervyn and the Continins would have a sure fire flick. * While in the Windy City last week, Benny Benjamin and George Weiss visited the Windy City’s 1934 movie, “See the Girls.” Then featured at the Chicago, did they in their capacity business. * June Valli had to fight off a case of laryngitis and this is the last Friday at the same theater. Also on the bill are Jerry Vale, The Four Tunes, “The Greatest Feeling” and Lola Deni. Last week recovered from a serious attack of virus, Leo DeLynn and The Band. * "Sorry, Sorry, Sorry” the new song of the nignt. All the choirs being capably handled by Howard Miller. * Howard’s two-hour Friday nite TV show, featuring many in the recording field, moves to WOR this week. * Showman Paul Winchell is set to go to CBS. Which for Howard means that once again his relaying days are at an end. * Another gal vocalist on the sick list was Betty Mattson, now resting comfortably after an emergency appendectomy. DJF’s “round town giving lots of spin to Betty’s Academy recording of “I’m in Love” by The A-O-D. * The Duo, now with surfing with Olsen & Johnson’s, remain, with juke box ops and deejays. * Decoy’s Ray Olatinke was the busiest of busy guys this past few weeks getting ready for a couple of big shows in the area. * Showman Ted de Jone, the host of the show, is planning something special for his next effort. * The R & B wing of “Oop Shoop” has caused a lot of excitement in the POF market. Tune has been cut as well as the A wing by The Crew Cuts also label “X” with Helen Grayco and Crown with Kay Brown. Several other majors are expected to follow the tune. * Emmy Rizzo completes a long stint at the Stoller terrace room. * Laurie Lomax’s beautiful waxing of “I Don’t Dance” under the name of the Goose has been covered by Capitol with Les Paul and Mary Ford. * Rich Hall, proxy of Ekko Records, has signed Roberta Lynn, former Lawrence Welk Orchestra vocalist. Champagne lady and RCA Victor recording artist. First release is scheduled for Sept. 18. * Yma Sumac recorded a mamo album for Capitol this weeks at the Los Angeles National Cowboy Festival and should break wide in the pop market. * Cleon Williams, vocalist with Hal White’s ork, at Capistrano Beachcomber’s Club, Capistrano Beach, cut a couple of numbers and did a couple of songs of his own. * Johnny Rigsby, who recuped from the mouth of Sept., at Chez Floy’s Supper Club. * Pubbist Sam Laine reports that Frankie’s waxing of “Rain, Rain, Rain” is already stepping out as his hit hit. Tony and the Monerreys, Tommy and the Monerreys, and Carl Kaye west at Murray Weinger’s Copa in Miami Beach, Fl. She’ll be in for a two weeks stand and then return for another two weeks in December. * received a nice note from Barbara Belle who is now in New York. She reports that The Nilson Twins are doing fabulous in Chicago. * After a 30 day furlough Cpl. Stuart “Rick” Ross has returned to Washington. While in LA he appeared on several radio and TV shows plugging his first label “X” waxing of “It’s A Matter of Time.”

Baltimore, Md.—MGM Records’ star Joni James assists disk jockey Buddy Deane, WITH, Baltimore at the turntables during a recent visit there. Joni’s latest release “Mama, Don’t Cry At My Wedding” backed with “Pa Pa” is destined for the hit parade according to advance reports.

Dorsey’s To Open Statler’s Cafe Rouge

NEW YORK—The Dorsey’s, Tommy and Jimmy will open the fall season of Hotel Statler’s Cafe Rouge, Friday evening, September 10, after appearing last season in the Rouge to capacity audiences. Tommy and Jimmy have joined forces for the third time in their careers. In 1922, the Dorsey Brothers Noveltty Band played local dates in and around their home town of Shenandoah, Pa. Soon their instrumental proficiency was recognized and the boys were playing with the nation’s top outfits. Then, in 1936 they formed their own band—and made musical history. This band featured Bob Crosby as vocalist; Glenn Miller, second trombonist; and Ray McKinley at the drums. Two years later TD and JD decided to go it individually, and the two Dorsey Orchestras emerged.

Problem?

NEW YORK—Burt Benali, leader of The Gaylords, ponders over the music of “Venid Vidi Vici,” the Mercury vocal combo’s latest hit release. The disk, which was only recently released, is already breaking out all over the charts.

It’s What’s in THE CASH BOX That Counts
Thanks

DISK JOCKEYS, OPERATORS, DEALERS

for making

"JOEY"

One of the season's outstanding hits.

I hope you will receive with as much enthusiasm my latest effort...

"ALWAYS YOU"

(Sempre Tu)

recorded by

BETTY MADIGAN

MGM 11812

JAMES J. KRIEGSMANN

"it's What's in THE CASH BOX That Counts"
**MAMBOMANIA**

Due to the high demand for mambo, Manager Bob has changed the WYNJ daily show from the "Rumba Rendezvous" to the "Mambo Mania Review." With over increasing popularity of mambo, major talent agencies have set up Latin-American departments including William Morris Agency, Billy Shaw and Caribbean Artists Corp. On Waltz Lane's exciting Rainbow disk, "Drummonio" parking up a steady and growing crowd. The Puntico Recording artist, brings his orchestra back to New York's Palladium Ballroom after a summer at the coast to assume his duties as A & R head at Seeco Records. Camacho, formerly of Seeco Records, has arrived from the west coast to assume his duties as A & R head at Seeco Records. Camacho will handle releases for both the international and domestic market. Miklos Perez handles New York to open a series of one night stands on the west coast. Prado's "Skokham" and "St. Louis Blues Matadors" have both appeared on the RCA Victor list of best selling records. Indications are that they will go even higher in the next few weeks. Although at times, one of the quintessential on the coast, has a disk "izan" that can be played at two speeds, 45 and 33. Happened quite by accident when the tiny cut out, saved major, the International Division and RCA Victor, put the magazine disk out on the machine and neglected to change the speed and it had been set at 33. Result was intriguing. The only the office found they could do a slower mambo to the tune which retained the pattern but made the beat more sensuous. Prado's Prado, playing State Ballroom in Boston recently, became quite upset when the Fire Department decided the room had a big mambo to the tune which is still turning away customers. Prado, who was having percentages and who saw a nice chunk of dough being turned away with their competition, explained that it was explained to him that the Boston fire laddies were pretty strict since the Coconut Grove fire many years ago. Freda Records signed an exclusive contract with two top Latin-American pianist who has just arrived from Puerto Rico where he was very popular. Blance will record with a rhythm quartet, first set scheduled for recording early in October. Jose Morancadavis his number one standard in the Fiesta catalog, "Chivirico" by Ramon Marcos, violinist, has been the ceiving big jockey play across the country and sales have zoomed. Cleveland is going mambo in a big way with most jockey, orchestra, and night club owners are pitching in to help. "Big Chop" Norman Wain's (WDOK, Cleveland, Ohio) newest program, the "Mambomania Review" heard daily at 6:30 pm as the final portion on the Wain show. The program features music, news and interviews and has already played a big part in making Cleveland a mambo conscious city and gives the latest mambo news, announces the names of the winners of dance contests and generally keeps his audience in touch with the frenetic mambo world.

**Goody Music Group**

Goody Music Group has changed to New York, N. Y.

1. High And The Mighty (Bob)(LeRoy Holmes)
2. Hey There (Warren)(LeRoy Holmes)
3. Little Things Mean A Lot (Bob)(LeRoy Holmes)
4. Sh-Boom (Crawford)(LeRoy Holmes)
5. I Need You Now (F. Fisher)(LeRoy Holmes)
6. Three Coins In The Fountain (McGuire Sisters)
7. Waitin For My Beloved (Kitty Kallen)
8. Cheaper By The Dozen (McGuire Sisters)
9. Take A Walk On The Wild Side (Kitty Kallen)
10. What A Dream (Patrice)

**Lyric News and Record Shop**

Indianapolis, Ind.

1. Sh-Boom (Crawford)(LeRoy Holmes)
2. Little Things Mean A Lot (Bob)(LeRoy Holmes)
3. Hey There (Clarey)(LeRoy Holmes)
4. Hideaway (Hideaway)(LeRoy Holmes)
5. Three Coins In The Fountain (McGuire Sisters)
6. Chapel In The Moonlight (Kitty Kallen)
7. I'm A Fool To Care (LeRoy Holmes)
8. Goodnight Sweetheart (Gail)(LeRoy Holmes)
9. They Were There (Kitty Kallen)(LeRoy Holmes)

**Kops Piano House**

Denver, Colo.

1. Hey There (Clarey)(LeRoy Holmes)
2. Chapel In The Moonlight (Kitty Kallen)
3. Sh-Boom (Crawford)(LeRoy Holmes)
4. Little Things Mean A Lot (Bob)(LeRoy Holmes)
5. Three Coins In The Fountain (McGuire Sisters)
6. Goodnight Sweetheart (Gail)(LeRoy Holmes)
7. This Ooh House (Sherry)(LeRoy Holmes)
8. Little Things Mean A Lot (Bob)(LeRoy Holmes)

**Sarsapore Music Co.**

Rockville, New Mexico

1. The High And The Mighty (Bob)(LeRoy Holmes)
2. Hey There (Clarey)(LeRoy Holmes)
3. Little Shoemaker (Gaylords)(LeRoy Holmes)
4. Little Things Mean A Lot (Bob)(LeRoy Holmes)
5. Chapel In The Moonlight (Kitty Kallen)
6. Happy Wanderer (F. Wess)(LeRoy Holmes)
7. Hideaway (Hideaway)(Kitty Kallen)
8. Chapel In The Moonlight (Kitty Kallen)
9. What A Dream (Patrice)

**Florida Music Shops**

Miami, Fla.

1. Sh-Boom (Crawford)(LeRoy Holmes)
2. Little Things Mean A Lot (Bob)(LeRoy Holmes)
3. I Need You Now (F. Fisher)(LeRoy Holmes)
4. Three Coins In The Fountain (McGuire Sisters)
5. Crazy 'Bout You (Bob)(LeRoy Holmes)
6. Rock Around The Clock (Patrice)

**A. Harris & Co.**

Chey, Nebr.

1. Hey There (Clarey)(LeRoy Holmes)
2. Sh-Boom (Crawford)(LeRoy Holmes)
3. They Were Dein (The Manx)(LeRoy Holmes)
4. Little Things Mean A Lot (Bob)(LeRoy Holmes)
5. Chapel In The Moonlight (Kitty Kallen)
6. I'm A Fool To Care (Sherry)(LeRoy Holmes)
7. Goodnight Sweetheart (Gail)(LeRoy Holmes)
8. A Little Bit Of Heaven (Kitty Kallen)

**Cox Record Shop**

Atlanta, Ga.

1. Hold My Hand (Don Cornell)(LeRoy Holmes)
2. Sh-Boom (Crawford)(LeRoy Holmes)
3. Little Things Mean A Lot (Bob)(LeRoy Holmes)
4. Chapel In The Moonlight (Kitty Kallen)
5. Goodnight Sweetheart (Gail)(LeRoy Holmes)
6. Sh-Boom (Crawford)(LeRoy Holmes)
7. Goodnight Sweetheart (Gail)(LeRoy Holmes)
8. Little Shoemaker (Gaylords)(LeRoy Holmes)
9. A Fool To Care (Sherry)(LeRoy Holmes)
10. Chapel In The Moonlight (Kitty Kallen)

**Greenline Record Center**

New Haven, Conn.

1. Chapel In The Moonlight (Kitty Kallen)
2. I Need You Now (F. Fisher)(LeRoy Holmes)
3. Little Things Mean A Lot (Bob)(LeRoy Holmes)
4. Chapel In The Moonlight (Kitty Kallen)
5. Goodnight Sweetheart (Gail)(LeRoy Holmes)
6. Happy Wanderer (F. Wess)(LeRoy Holmes)
7. Chapel In The Moonlight (Kitty Kallen)
8. A Fool To Care (Sherry)(LeRoy Holmes)
9. A Fool To Care (Sherry)(LeRoy Holmes)
10. Chapel In The Moonlight (Kitty Kallen)

**Ferguson's Record Shop**

Columbia, Mo.

1. Hey There (Clarey)(LeRoy Holmes)
2. Sh-Boom (Crawford)(LeRoy Holmes)
3. They Were Dein (The Manx)(LeRoy Holmes)
4. Little Things Mean A Lot (Bob)(LeRoy Holmes)
5. Chapel In The Moonlight (Kitty Kallen)
6. Little Shoemaker (Gaylords)(LeRoy Holmes)
7. Little Shoemaker (Gaylords)(LeRoy Holmes)
8. Little Things Mean A Lot (Bob)(LeRoy Holmes)
9. Little Things Mean A Lot (Bob)(LeRoy Holmes)
10. Chapel In The Moonlight (Kitty Kallen)

**Moderno Record Shop**

Denver, Colo.

1. Hey There (Clarey)(LeRoy Holmes)
2. Sh-Boom (Crawford)(LeRoy Holmes)
3. Three Coins In The Fountain (McGuire Sisters)
4. Goodnight Sweetheart (Gail)(LeRoy Holmes)
5. Sh-Boom (Crawford)(LeRoy Holmes)
6. Hideaway (Hideaway)(LeRoy Holmes)
7. High And The Mighty (Young)(LeRoy Holmes)
8. Little Things Mean A Lot (Bob)(LeRoy Holmes)
9. Hideaway (Hideaway)(LeRoy Holmes)
10. Three Coins In The Fountain (Frank Sinatra)

**California Music Co.**

Los Angeles, Calif.

1. They Were Dein (The Manx)(LeRoy Holmes)
2. Sh-Boom (Crawford)(LeRoy Holmes)
3. They Were Dein (The Manx)(LeRoy Holmes)
4. Little Things Mean A Lot (Bob)(LeRoy Holmes)
5. Hideaway (Hideaway)(LeRoy Holmes)
6. The Manx (LeRoy Holmes)
7. High And The Mighty (Young)(LeRoy Holmes)
8. Chapel In The Moonlight (Kitty Kallen)
9. Hideaway (Hideaway)(LeRoy Holmes)
10. Chapel In The Moonlight (Kitty Kallen)

**Crimson Records**

Miami, Fla.

1. Chapel In The Moonlight (Kitty Kallen)
2. Goodnight Sweetheart (Gail)(LeRoy Holmes)
3. Sh-Boom (Crawford)(LeRoy Holmes)
4. A Fool To Care (Sherry)(LeRoy Holmes)
5. A Fool To Care (Sherry)(LeRoy Holmes)
6. Chapel In The Moonlight (Kitty Kallen)
7. Little Things Mean A Lot (Bob)(LeRoy Holmes)
8. Chapel In The Moonlight (Kitty Kallen)
9. I'm A Fool To Care (Sherry)(LeRoy Holmes)
10. I See You (Kitty Kallen)(LeRoy Holmes)

**Dixie Music Corp.**

Fort Worth, Tex.

1. Chapel In The Moonlight (Kitty Kallen)
2. Goodnight Sweetheart (Gail)(LeRoy Holmes)
3. Sh-Boom (Crawford)(LeRoy Holmes)
4. A Fool To Care (Sherry)(LeRoy Holmes)
5. A Fool To Care (Sherry)(LeRoy Holmes)
6. Chapel In The Moonlight (Kitty Kallen)
7. Little Things Mean A Lot (Bob)(LeRoy Holmes)
8. Chapel In The Moonlight (Kitty Kallen)
9. I'm A Fool To Care (Sherry)(LeRoy Holmes)
10. I See You (Kitty Kallen)(LeRoy Holmes)

**J & S Music Stores**

Louisville, Ky.

1. Chapel In The Moonlight (Kitty Kallen)
2. Goodnight Sweetheart (Gail)(LeRoy Holmes)
3. Sh-Boom (Crawford)(LeRoy Holmes)
4. A Fool To Care (Sherry)(LeRoy Holmes)
5. A Fool To Care (Sherry)(LeRoy Holmes)
6. Chapel In The Moonlight (Kitty Kallen)
7. Little Things Mean A Lot (Bob)(LeRoy Holmes)
8. Chapel In The Moonlight (Kitty Kallen)
9. I'm A Fool To Care (Sherry)(LeRoy Holmes)
10. I See You (Kitty Kallen)(LeRoy Holmes)

**The Cash Box, Music**

Page 12

September 11, 1953

Attention Operators and Record Buyers!

A new label is born! And on its first release, in less than 6 weeks, it has sold over 10,000 in the state of Wisconsin alone. Yes, it’s none other than the former RCA Victor masters, now exclusively on POTTED RECORDS, Potter, Wisconsin.

**LAWRENCE DOWCH** and his RED RAVENS
THE BAND ALL AMERICA'S DISC JOCKEYS LOVE!

It's What's in THE CASH BOX That Counts

BY HECK
FANCY PANTS
GRANDPA'S ROCKER

WITH A SMASH MONEY HIT!

'IN A LITTLE SPANISH TOWN'

Featuring The Alto Sax

COUPLED WITH

'BUMPTY BUMP'

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BELOVED, BE TRUE "45" 4X-0042 "78" X-0042
Richard Maltby and his Orchestra

MOOD INDIGO
PETTY'S LITTLE POLKA "45" 4X-0040 "78" X-0040
Norman Petty Trio

DON'T DROP IT
TRUCK DRIVING MAN "45" 4X-0010 "78" X-0010
Terry Fell

"It's What's in THE CASH BOX That Counts"
LOS ANGELES—On a tour of distributors, one-stop and disk jockeys, singer Eddie Fisher dropped in at Lehnagen's Record Bar while he was in California where he is shown with Mary and Kay Selle.

Farrow Named Mgr. Of Eddie Joy Firms

NEW YORK—Johnny Farrow will join George and Eddie Joy, as professional manager of his three firms. Joy, Oxford and Hawthorne Music. on Tuesday, Sept. 7th. It was announced this week.

Harvey Geller, who has been up to National Promotion Director, will work from the New York office with Farrow.

In California, Gerri Greene continues to head promotion for the Joy and Hawthorne firms, while Dave Bernie will handle exploitation for Oxford.

Current songs in the three firms are "Madonna, Madonna," Tony Bennett's latest; "Veni-Vidi-Vici," the new Gaga's disc; "Uno Dos Tres" by the McGuire Sisters; "What Am I Doing In Kansas City," Guy Mitchell's latest; "Boy Wanted" by Lu Ann Simms and June Valli and "Mister and Mrs. Alcounys" the Joe Fingers Carr record.

The EEKO DOUBLE
Two compact numbers on a 78 rpm side
Length 1:32
Record 1:35 by Jack Marshall

EEKO RECORDS
4349 HOLLYWOOD BLVD., HOLLYWOOD, CAL.

NEW JAZZ RELEASE—Delaland Jaz—"Bitter Home Of The Republic—Love At Lunch" Time—Great New Trumpet Star—Dick Rudolf—born end his State Street Ramshorn—Acclaimed by Critics and P&F's as Tenor—$.50—$1.00 Postpaid—Distributors Wanted, Write ANGOLI RECORDS, 532 Oak St., Barshon, WIS.

The Cash Box

BiLLY ECKSTINE—"I Let A Song Go Out Of My Heart"—GMG 1572 (10" LP) List: $3.00

DON'T GET AROUND MUCH ANYMORE. I LET A SONG GO OUT OF MY HEART. SORROW'S PRELUDE TO A KISS, MOOD INDIGO, I DON'T WANT YOU TO喊 FROM ME. I GET IT OFF MY CHEST, WHEN I'M A LONE STAR WALKER.

"The Great Mr. B." In his unique and most inviting manner, fashions eighty great standards by using the true genius of American popular music, Duke Ellington. A delightful collection of favorites that are always a pleasure to hear. Aided by a chorus on some tunes, and singing alone on others, Billy has a top LP. His many fans will be sure to make this one a sound sale. Many of these sides have previously been issued as singles. We're crazy about Eckstein's version of "Sorrows" which should serve as a wonderful demonstration.

The Ink Spots—"Street of Dreams"—Decca DL 5541 (10" LP) List: $3.00

SWEET SORROWS OF THE NIGHT. I'M A LONE STAR WALKER, DON'T GET AROUND MUCH ANYMORE. THOUGHTLESS. I DON'T WANT TO SEE THE WORLD ON A DREAM ROCKET. COVER THE WARMER STARS.

From porters in New York's Paramount Theatre the Ink Spots rose to fame led by the voice of Bill Kenny. His amazing smooth tenor tones gave to the group a unique sound that was an immediate hit. Here Bill and his partners present their interpretation of eight torch songs, all of which have become classics. We seem to favor "Don't Get Around Much Anymore." But any number is a treat.

PEGGY LEE—"Peggy-Songs In An Intimate Style"—Decca DL 5589 (10" LP) List: $2.00

BAUBLES, BANGLES AND BEADS, THAT'S HIM OVER THERE, THE TAPERS, APPLES, PEACHES AND HONEY, THAT'S WHAT A WOMAN IS FOR, WHERE CAN I GO WITHOUT YOU, HOW STRANGE, LOVE YOU SO.

Peggy Lee, a Tenor singer and pianist. Her voice is warm and relaxing, and she sings in a manner that makes the listener feel that only he and Peggy are present. On these tunes, sung in an intimate style, the throat is backed by the voice of a veteran orchestral and his supporting strings and Gordon McRae's Orchestra and Chorus. Although Peggy's tunes may not always reach the top of the ladder, nevertheless, they have a quality that one never gets tired of.

"Music for Two People Alone"—The Melachrino Orchestra—RCA Victor 12-919 (12" LP) List: $1.00

"Music For Daydreaming"—The Melachrino Orchestra—RCA Victor LP-1028 (12" LP) List: $1.40

George Melachrino conducts the Melachrino Orchestra through three excellent albums which will fit perfectly in any and every household with a phonograph. Each of these is of the "background" type—music which you don't have to listen to be enjoyed. The music is not designed to give atmosphere to a setting. Each album's title well describes its contents. "Music For Two People Alone" includes ten great popular standards gloriously treated in a romantic manner by the strings and a percussion. Ten other standards, with the words "night, moonlight, sleepy, still" in their titles make up the lush "Daydreaming" album. But the album includes a few "background" favorites which relax a busy mind and body. This is the type of music that can be enjoyed equally during the day or during the quiet hours. Their albums that one never gets tired of.

"Echoes of Spain"—Hollywood Bowl Symphony Orchestra conducted by Carmen Dragon. This third album includes a series of operatic hits, along with a few of the best known popular classics.
WITH LOVE FROM A CHORUS"— RCA Victor LM-1837—(1-12" LP) List: $5.72—The Male Chorus of the Robert Shaw Chorale—Robert Shaw, conductor. A不會ive little collection of cherished items, all with a special sentiment: \"I WERE YOUNG, MAEGOLI; ORINA, SWEET GENETIVE; LITL JANE; SELLING MEU; SHE&TRO; SISTERS OF THE SMOKE, REBEKAH HEAT; SWEET HOME, BELIEVE ME, IF ALL THESE ENDEARING YOUNG CHARMS DRINK TO ME WITH THEIR BLOODY EYES\"; collection of famous little \"tunes\" we've listened to and sung all our lives—children around a campfire, on the back porch, around the upright piano, at parties and all. But this time, be sure to have the Robert Shaw Chorale of the Robert Shaw Chorale. \The Shaw readings are gently air-waited nostalgic passages of the foliage of the soul. Every note is made more beautiful by the sensitive handling of Shaw. Voices blend brilliantly.

ARTUR RUBINSTEIN—\"Chopin Concerto No. 1, In E Minor, Op. 11\"—RCA Victor LK-1415—(1-12" LP) List: $5.72—With the Los Angeles Philharmonic Orchestra, Alfred Wallenstein, conducting.

This should prove to be one of the fall's best sellers. Rubinstein's unques
tioned virtuosity combined with the delicate and romantic Chopin. \"Concerto No. 1\" is a masterpiece. His performance of this concerto, and the impeccable accompaniment of the Los Angeles Philharmonic Orchestra make this perhaps the best recording to date. Listening, one becomes lost in its gentleness and serenity.

SCHUBERT—\"Symphony No. 8 in B Minor \"Unfinished\"\"—(2-12" LP) List: $5.95—Antí Dorati conducting the Chicago Symphony Orchestra. Perhaps the most recorded and most familiar of all Schubert works. The Antí Dorati \"Unfinished\" is a beautiful and exciting reading, exploring the symmetry to its depths. The Chicago Symphony Orchestra also presents on the same LP the overpouring \"Romeo and Juliet\" by F. Delius. A delightful pairing that should melt buyer's resistance. However, both pieces have been heavily recorded and competition will be keen.

AN EVENING WITH ANDRES SEGOVIA—Decca DL9793—(1-12" LP) List: $5.85

ARIA AND CORRENTA; CAPRICCIO DIABOLICO; 6 PRELUDES; MINUET; CAVATINA (SUITE); NOCTURNO

The guitar is synonymous with Andres Segovia and vise-versa. Acclaimed by many as the world's greatest guitarist, Segovia supplies ample ammunition for all fans' acolydes on this latest Decca album. Segovia's virtuosity is insuperable. His delicate shadings and tones promise a delightful and restful evening for shattered nerves as well as an intriguing concert for those who recognize his brilliance.

SAINT-SAENS \"Carnival of the Animals\"—N. HAIK—\"Divertissement\"—Oötül P Shelley—(1-12" LP) List: $5.72—Felix Shatkin conducting The Concert Arts Orchestra. A delightful bit of fun and fancy indulged in by Saint-Saens, who, fearful of the impression it might make upon the more serious critics, kept it from the public until his death, thirty-six years after he had written it. Included in the piece are several distortions of familiar works the audience might be acquainted with. It is a delightful and light piece of music.\n
DUKE ELLINGTON—\"Ellington \"55\"\"—Capitol W 621 (12" LP) List: $4.97

\"Rockin' In Rhythm, Black and Tan Fantasy, Stompin' At the Savoy, in the Mood, One O'Clock Jump, Honeydripper, Rose, Flying Home, Happy Go Lucky, \"local. Duke Ellington, who for thirty years has presented to the music loving public, some of the greatest jazz and instrumental music, along with some of its greatest standards, comes up with eight new big band treatments of great old numbers. No time limits were set for the recording. The band was let loose, and the fabulous results are really a thrill. \"They're the most accurate impressions of the Ellington orchestra ever made,\" are Duke's own words about this waxing. To jazz lovers, any one of these waxings will be worth the price of the whole album. The Duke is backed by 14 top musicians that really show their stuff on this one.

TAKING THE JUKE BOXES BY STORM!

\"PAPA DRIVES THE MAMBO\"

(Written by Frankie Adams, writer of \"Hey Liberase\" and \"Beautiful Eyes\")

\"SWEET GEORGIA BROWN\"

by MIKE LALA

and the LA LUNE ORCHESTRA

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”

Top 10 Best Selling Pop Albums

1. THE STUDENT PRINCE—Maris Lanza (RCA Victor LM 1837)
2. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason (Capitol W 509)
3. THE PAJAMA GAME—Original Cast (Columbia ML 4840)
4. SWING EASY—Frank Sinatra (Capitol H 528)
5. SELECTIONS FROM THE GLENN MILLER STORY—Glen Miller (RCA Victor LPT 3057)
6. MUSIC FOR LOVERS ONLY—Jackie Gleason (Capitol H 352)
7. SEVEN STRIDES WITH SEVEN BROTHERS—Kermit Schafer (Jubilee LP 3)
8. THE GLENN MILLER STORY—Original Cast (MGM E 244)
9. PARDON MY BLOOPER # 2—Sound Track (Decca DL 5519)
10. ROSE MARIE—Original Cast (MGM E 229)

DISTRIBUTORS

Shoroden Record Dist., 1151 E. 47th, Chicago, Ill.
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EINGLAND'S BIGGEST HIT
Fast Becoming AMERICA'S BIGGEST HIT
"CARA MIA"
DAN WHITFIELD
acacompanied by
MANTOVANI
his orchestra and chorus

CHAPEL HILL, N.C. — Dizzy Dean, one of the most popular and colorful sports figures in modern history, this week signed an exclusive recording contract with Colonial Records in Chapel Hill, North Carolina, it was announced here. The former major league pitcher, founder of the diskery, with whom Dizzy is pictured above.

Dizzy has been approached by all major labels with offers to record his now famous "Wabash Cannon Ball." But such is Dizzy's sensibilities, and one of his primary concerns, and a great deal of fun, is the entertainment of others. The man's always had a heart to draw on.

However, it took young man from the country, Orville Campbell, to come up with what may be one of the big record singles of the year. Last Friday, Dean recorded "Wabash Cannon Ball," and "You Don't Have To Be From The Country," an original tune written for the baseball great.

The song was written by one of the first time that Campbell has come up with a scoop. Last November, he released Andy Griffith's "What It Was, Was Football." After the record had caught on, he sold the masters to Capitol Records and the diskery is reported to have sold over a half million of the novelty.

Campbell formed Colonial Records in 1948 and his first release was "All The Way Choo-Choo" by the Bell Tones and Johnny Long. The second release was "Way Up In North Carolina," also by the Bell Tones. Griffith's "Football" was the third. Campbell is also the owner of Colon- nal Press and Bently Music.

Buchanan Makes Good As Publisher

NEW YORK—Bill Buchanan, young music publisher who formed Monument Music just nine months ago, has recently published two of the most successful records of the year, both of which have been in existence only a short time. One is the old classic, "Sweet Dreams," by Al Jolson, and the other is the new hit, "Hurt Me To My Heart," by Dizzy Dean, which has been in existence only a short time.

Buchanan also has the new Ruth Brown release on Atlantic and is working on a new tune, "Honey Bunch," which he reports is being cut by at least one top name group on a major label.

All three of these Monument plant tunes were composed by Charles Singleton and Rose Marie McCoy.

"It's what's in the Cash Box that counts."
Songwriter's Letter Opens Door To Jubilee

NEW YORK—The executives of Jubilee Records were startled last week to receive the most erudite letter they had ever seen from an aspiring song writer who wanted to submit her material. So impressed were Jerry Blaine and Herb Dexter, that they decided to write back and to take a great risk not to see the writer. The letter came from Cox's Creek, Kentucky—and herewith we reproduce both the letter and the answer, which in itself is a skillful piece of writing:

"Dear Sir:

During the week of September 20-25, I will be in New York with a tape recording of some original songs. An interview with a song writer from the shut-my-mouth district of the Kentucky Knobs is as cheering a thought, I know, as to fanny Yekum's social position. But could you give me fifteen minutes?

These songs are professionally conceived, written by a pianist, arranger, organist, a member of the club at Chicago's A.F.M. Local 10. The lyricist (me) is a former night editor on United Press, a radio, magazine and newspaper feature writer. These tunes will be integrated musically and lyric-wise. They define the vocabulary of lonely summer, the honey-suckle dimension of new-old love, the bawl-bright rhythm of a wonderman.

All the prophets of my acquaintance have warned me in disapproving Scriptural tones that the pop song field is an Old Testament hideous world of miracles, damnation, avenging angels, faith healers and devil possessed elder sons of elder sons who speak a Pharisee grammar of chicanery and sub-sidary rights; that even Gabriel would have to prove his A.F.M. standing before he could blow that final horn and where only a bewildered science could get someone's fifteen minutes. But I cannot believe that a multi-million dollar industry premised on the discovery and exploitation of new talent—like song survival—is not to be cocked an occasional listening ear. That's what it's all about, isn't it?

These are good, commercially valid song properties fired with the spotlight of memory, the amber grace of a summer's afternoon.

Will you be able to see me? Thank you and I look forward to you?

Marilyn Dayton Rommel
(Mrs. G. Irvine Rommel)

The answer:

"Dear Mrs. G. I. R.:

I am still reeling under the impact of the brilliantly conceived arrangement of verbiage you threw at my head. Upon receipt of same I went into secret conclave with scoothsayers and interpreters; experts all, on semantics, syntax, asyndetic, declamation, Bartlett's Quotations. Muttering imprecations as we sweated and toiled deciphering this calcar, we at last got to a profound conclusion:

One thing would have to be wrong with the products of this monstrous brain. The songs would be too good!

Dear Lady, the door is wide open, I bid you welcome!

Herb Dexter, A&R"

New York, N. Y.

1. Hey There (Champion/Davis, Jr.)
2. Sh-Boom (Crawford)
3. Sh-Shoom (Crawford)
4. I'm A Fool To Care (Ford & Fuld)
5. I'm A Fool To Care (Ford & Fuld)
6. If I Give My Heart To You (Day-Lee)
7. Mississippi Moonlight (Shoemaker)
8. Mississippi Moonlight (Shoemaker)
9. Mississippi Moonlight (Shoemaker)
10. Mississippi Moonlight (Shoemaker)

New Orleans, La.

1. Hey There (Champion/Davis, Jr.)
2. You Dos Dah You Ma (Barnette/Weaver)
3. Sh-Shoom (Crawford)
4. What A Dream (Patti Page)
5. I'm A Fool To Care (Ford & Fuld)
6. If I Give My Heart To You (Day-Lee)
7. Mississippi Moonlight (Shoemaker)
8. Mississippi Moonlight (Shoemaker)
9. Mississippi Moonlight (Shoemaker)
10. Mississippi Moonlight (Shoemaker)

Boston, Mass.

1. Champion In The Morning (Kitten)
2. Champion In The Morning (Kitten)
3. Mississippi Moonlight (Shoemaker)
4. Mississippi Moonlight (Shoemaker)
5. Mississippi Moonlight (Shoemaker)
6. Mississippi Moonlight (Shoemaker)
7. Mississippi Moonlight (Shoemaker)
8. Mississippi Moonlight (Shoemaker)
9. Mississippi Moonlight (Shoemaker)
10. Mississippi Moonlight (Shoemaker)

Miami, Fla.

1. Sh-Boom (Crawford)
2. Hey There (Champion/Davis, Jr.)
3. Sh-Boom (Crawford)
4. Sh-Shoom (Crawford)
5. I'm A Fool To Care (Ford & Fuld)
6. Mississippi Moonlight (Shoemaker)
7. Mississippi Moonlight (Shoemaker)
8. Mississippi Moonlight (Shoemaker)
9. Mississippi Moonlight (Shoemaker)
10. Mississippi Moonlight (Shoemaker)

Washington, D. C.

1. Hey There (Champion/Davis, Jr.)
2. Mississippi Moonlight (Shoemaker)
3. Mississippi Moonlight (Shoemaker)
4. Mississippi Moonlight (Shoemaker)
5. Mississippi Moonlight (Shoemaker)
6. Mississippi Moonlight (Shoemaker)
7. Mississippi Moonlight (Shoemaker)
8. Mississippi Moonlight (Shoemaker)
9. Mississippi Moonlight (Shoemaker)
10. Mississippi Moonlight (Shoemaker)

Cleveland, Ohio.

1. Hey There (Champion/Davis, Jr.)
2. Mississippi Moonlight (Shoemaker)
3. Mississippi Moonlight (Shoemaker)
4. Mississippi Moonlight (Shoemaker)
5. Mississippi Moonlight (Shoemaker)
6. Mississippi Moonlight (Shoemaker)
7. Mississippi Moonlight (Shoemaker)
8. Mississippi Moonlight (Shoemaker)
9. Mississippi Moonlight (Shoemaker)
10. Mississippi Moonlight (Shoemaker)

Brookland, Wisc.

1. Mississippi Moonlight (Shoemaker)
2. Mississippi Moonlight (Shoemaker)
3. Mississippi Moonlight (Shoemaker)
4. Mississippi Moonlight (Shoemaker)
5. Mississippi Moonlight (Shoemaker)
6. Mississippi Moonlight (Shoemaker)
7. Mississippi Moonlight (Shoemaker)
8. Mississippi Moonlight (Shoemaker)
9. Mississippi Moonlight (Shoemaker)
10. Mississippi Moonlight (Shoemaker)

St. Louis, Mo.

1. Hey There (Champion/Davis, Jr.)
2. Mississippi Moonlight (Shoemaker)
3. Mississippi Moonlight (Shoemaker)
4. Mississippi Moonlight (Shoemaker)
5. Mississippi Moonlight (Shoemaker)
6. Mississippi Moonlight (Shoemaker)
7. Mississippi Moonlight (Shoemaker)
8. Mississippi Moonlight (Shoemaker)
9. Mississippi Moonlight (Shoemaker)
10. Mississippi Moonlight (Shoemaker)

Chicago, Ill.

1. Sh-Boom (Crawford)
2. Sh-Boom (Crawford)
3. Sh-Shoom (Crawford)
4. You Were The One (Monroe)
5. Mississippi Moonlight (Shoemaker)
6. Mississippi Moonlight (Shoemaker)
7. Mississippi Moonlight (Shoemaker)
8. Mississippi Moonlight (Shoemaker)
9. Mississippi Moonlight (Shoemaker)
10. Mississippi Moonlight (Shoemaker)

Los Angeles, Calif.

1. Sh-Boom (Crawford)
2. Sh-Boom (Crawford)
3. Sh-Boom (Crawford)
4. Sh-Boom (Crawford)
5. Little Shepherd (Gaylord/Hayes)
6. Sh-Boom (Crawford)
7. Sh-Boom (Crawford)
8. Sh-Boom (Crawford)
9. Sh-Boom (Crawford)
10. Sh-Boom (Crawford)

Detro, Mich.

1. Hey There (Champion/Davis, Jr.)
2. Mississippi Moonlight (Shoemaker)
3. Mississippi Moonlight (Shoemaker)
4. Mississippi Moonlight (Shoemaker)
5. Mississippi Moonlight (Shoemaker)
6. Mississippi Moonlight (Shoemaker)
7. Mississippi Moonlight (Shoemaker)
8. Mississippi Moonlight (Shoemaker)
9. Mississippi Moonlight (Shoemaker)
10. Mississippi Moonlight (Shoemaker)

Minneapolis, Minn.

1. Sh-Boom (Crawford)
2. Little Shepherd (Gaylord/Hayes)
3. Mississippi Moonlight (Shoemaker)
4. Mississippi Moonlight (Shoemaker)
5. Mississippi Moonlight (Shoemaker)
6. Mississippi Moonlight (Shoemaker)
7. Mississippi Moonlight (Shoemaker)
8. Mississippi Moonlight (Shoemaker)
9. Mississippi Moonlight (Shoemaker)
10. Mississippi Moonlight (Shoemaker)

Seattle, Wash.

1. Hey There (Champion/Davis, Jr.)
2. Mississippi Moonlight (Shoemaker)
3. Mississippi Moonlight (Shoemaker)
4. Mississippi Moonlight (Shoemaker)
5. Mississippi Moonlight (Shoemaker)
6. Mississippi Moonlight (Shoemaker)
7. Mississippi Moonlight (Shoemaker)
8. Mississippi Moonlight (Shoemaker)
9. Mississippi Moonlight (Shoemaker)
10. Mississippi Moonlight (Shoemaker)

Atlanta, Ga.

1. Hey There (Champion/Davis, Jr.)
2. Mississippi Moonlight (Shoemaker)
3. Mississippi Moonlight (Shoemaker)
4. Mississippi Moonlight (Shoemaker)
5. Mississippi Moonlight (Shoemaker)
6. Mississippi Moonlight (Shoemaker)
7. Mississippi Moonlight (Shoemaker)
8. Mississippi Moonlight (Shoemaker)
9. Mississippi Moonlight (Shoemaker)
10. Mississippi Moonlight (Shoemaker)


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6. Mississippi Moonlight (Shoemaker)
7. Mississippi Moonlight (Shoemaker)
8. Mississippi Moonlight (Shoemaker)
9. Mississippi Moonlight (Shoemaker)
10. Mississippi Moonlight (Shoemaker)
**THE CASHEX BOX**

**Good News Sweetheart**

**Only On Savoy Can You Get The**

**BUDDY DeFRANCO**

**IT'S ANOTHER BIG ONE!**

**Buddy DeFranco**

**SAY YOU, ME AND HIM**

**FELLERS**

**SAY YOU, ME AND HIM**

**FELLERS**

**LOS ANGELES**

The old Riverside Ranch Ballroom, formerly a Western spot, has been converted into a R & B house and features "name" attractions each week-end. Richard Lewis returned Sept. 5th to headline the show for the first time since last week-end. After the Bell, the Dukes, Chuck Higgins, and DeFranco, were on hand to headline the show. The Dukes, Lee Meadors and Joe Wyman, will begin a seven week engagement commencing September 8 at the El Rancho Vegas Hotel, Las Vegas, Nevada, etc. Savoy Records releases a new Tara Dee, "Send Me Some Money" and "Love" this week. It's been quite a time since Tara Dee has had a new platter and the she was very successful on previous entries. New Groove release features The Du Dropers doing "Boot Em Up" and "Let Fatigue Take Its Course." The other "I Dedicate My Heart" by Sue Allen and Oscar Blake. Both records are due out next week.

George Goldner, Rama Records, reports the Crows "I Really Really Love You" starting to get real action in Detroit. Capitol Records signed the Five Keys, formerly of Alrodin Records last week. First sides were already out and will be released at the end of September.

**CHICAGO**

Chicago's South Side Music Row pumping with glad tidings this week as all agree that business is really picking up, and all believe that the R&B field is well on its way again. For example, Len Chess tells us that Little Walter's "You Better Watch Yourself" and "Golden Eyes" are going great.

Bob Koehlberg, gladfully reporting these days that the Eldorado's, "Baby I Need You Now" by "My Loving Baby" looks like the next Vee-Jay big seller. And Leo agrees with all the other manufacturers and distro's round town, that business hasn't been better in at least 10 years. Frankie Lester tells us his biggest seller in both pop and R&B, is Roy Hamilton's "Ebb Tide." Running close behind, Ernie adds, "My Heart Beats Like A Hammer" by B.B. King and "On My Merry Way" by the Five Satins have been strong sellers. The new guns at M.S. Distributors are "Cherry Pie" by Marvin and Johnny, and Label X's "St. Louis Blues Mambo" by Richard Malby. Things are abuzz at M.S. to a point.

**EWW YORK**

Reviewing this week was a pleasant experience. Heard so many good songs it became difficult to rate them. We predict this week's tunes will override more hits than have appeared from one week's selections for a long time. Heading the list of new releases on the East Coast is the new group of four, who became big timers with the first release, the new famous "St-Boom," mates to that with "Zippy, Zun," which in our opinion is even superior to "St-Boom." A sparkling platter that is going to make lots of news this week. This group is a new band that should become a household name in very short order. Aladdin's "The Dodgers," the lads chip in with two potent contenders, "Let's Make A Whole Lot Of Love" and "You Make Me Happy," turnover has it that there will be a rush of pop covers on both tunes. Next we find The Spiders on Imperial with two powerful items, "Mmm Mmm Baby" and "The Real Thing." We're not finished yet. Four more new groups come up looks like it's going right in any event. We still have to hear "Mr. Four-Eyes" by The Trim Dukes, "Little Richard's Kneeling" and The Volleys on Flair pitch in with "My Heart's Crying For You," The El Dorados on Vee Jay with "Baby I Need You," The Cards on Specialty with "Where's the Key to Knowledge," and The Chimes on Flair with "Let's Make A Whole Lot Of Love." On the other side of the coin, there is a very strong group who have been pretty much out of sight. Rama Records, reports the Crows "I Really Really Love You" starting to get real action in Detroit. Capitol Records signed the Five Keys, formerly of Alrodin Records last week. First sides were already out and will be released at the end of September.

**LITTLE WALTER**

fast four days. Other news around town. New Orleans deejay James "Okey Dokey" Smith of Radio Station WBOK, visiting friends here. Another Chi visitor who comes to St. Louis is Oscar Washington who brings with him news and plans for his brand new diskery. A Chicago favorite, Herbie Fields all set to open later this month at the very popular Prevue Lounge.

"It's What's in THE CASHEX BOX That Counts!"
Star Title Strip Opens Chi Branch

CHICAGO—The Star Title Strip Co., Inc., with headquarters in Pittsburgh, officially opened its Chicago branch on Tuesday, September 7. It was announced by Hal Haun, the firm’s president.

“The new branch,” Haun said, “will handle all business west of Detroit and Cincinnati.

“Future plans also call for a Los Angeles branch,” he revealed.

The company, which will celebrate its 10th anniversary this coming December, sells title strips to distributors, operators and one-store shops. Its production totals over 10 million strips a month.

The Chicago branch is located at 1282 W. Chicago Ave. Telephone number is Taylor 9-0560. The branch will be open from 9 a.m. to 5 p.m. thru Fridays.

Cammor Ups Prices

NEW YORK — Cammor Records, low priced label of 12” Long Playing and 45 RPM Extended Play disks distributed by RCA, will have its price increased to 45 cents on the market last October. Effective September 15, the new $1.25 price of the 12” Long Play records will go from $1.89 to $1.38, including tax. Sales of the 45 RPM Extended Play disks will remain as it stands now, 9c.

TORONTO TOPICS:

Lots of activity on the local music scene these days. Sparton of Canada Limited has just completed its annual sales meetings at the Royal York Hotel with its sales staff from all across Canada in attendance. Highlight of the occasion was the announcement of the new Sparton label which is scheduled for national release October first. We understand that the Sparton line will embrace a strong array of talent and cover the pop, folk, r & b, and kidzkid fields which will be announced to the trade in mid-September. . . . Best wishes to Harold Pounds and the Sparton brass for this ambitious new undertaking.

One of the deserving seems to be coming into his own. We mean singer Terry Arlen who, with his quartet, is now headlining at the Silver Bell. Long a radio favorite here, this Canuck has a heavy teenage following that showed up en-masse for the A & R man’s attention. . . . Another popular favorite with the music fraternity is the beautiful, versatile, and the sing along with the musicians from his alter ego; as “Tex” Morton he’s the famous Australian radio and record star. His first North American discs are now out on the Okeh label in the U.S. . . . One of this writer’s favorite performers is Billy O’Connor who has been riding so high on CBC’s TV net program “The Late Show” co-starring the Label X thrust, Juliette. We hear that Billy and Julie have just been signed for the new season to headline the radio shows for one of Canada’s top sponsors as soon as Billy gets back from his hotel headlining in Minneapolis later this month. It couldn’t happen to nicer or more talented people and its bound to make a lot of Canadian listeners happy.

Current popularity of radio and TV star King Gamal proves again that RCA’s Victor’s Canadian record toppper knows how to pick them. Hugh Joseph’s judgment is rapidly being confirmed by society dates, personal appearances and radio & TV work falling to the path of this handsome ex-prairie fiddle star who is coming up strongly on the Victor label. . . . Whitney Haines is now in charge of Capitol’s promotion activities working out of the new Toronto head office. This is going to make a lot of his old radio friends happy and should produce a lot more spins for Capitol. Quality Records’ Prank Weaver happily reports capacity audiences at his downtown disk plant, with many strong platters holding over from the summer, as well as several big hits riding high on the MGM, Mercury and Quality labels.

Meeting Dates of Music Operators’ Associations

Sept. 5—Phonograph Merchants’ Assn., Cleveland, Ohio. Place: Hollenden Hotel, Cleveland, Ohio (executive board).
9—California Music Merchants Assn. Place: Holiday Inn, 221 S. Grant Hotel, San Diego, Calif.
13—Amusement Machine Operators of Baltimore Place: Pimlico Hotel, Baltimore, Md.
13 & 14—South Dakota Phonograph Operators Assn. Place: Salem, South Dakota.
14—Western Massachusetts Music Guild Place: Highland Hotel, Springfield, Mass.
14—California Music Merchants Assn. Place: Fresno Hotel, Fresno, Calif.
15—New York State Operators’ Guild Place: Nelson House, Poughkeepsie, N. Y.
16—Eastern Ohio Phonograph Operators’ Assn. Place: 1310 Market Street, Youngstown, Ohio (executive board).
20—Westchester Operators’ Guild, Inc. Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
27—Central States Music Guild Place: 805 Main Street, Peoria, Ill.
27—Dallas Music Operators’ Assn. Place: Big Pete’s, 5001 Lover’s Lane, Dallas, Tex.
27—Amusement Machine Operators of Baltimore Place: Pimlico Hotel, Baltimore, Md.
7—Phonograph Merchants’ Assn., Cleveland, Ohio Place: Hollenden Hotel, Cleveland, Ohio (General).
7—California Music Merchants Assn. Place: Sacramento Hotel, Sacramento, Calif.
7—Eastern Ohio Phonograph Operators’ Assn. Place: Tod Hotel, Youngstown, Ohio (General).
LIGHTNING DOES
STRIKE TWICE!

"ZIPPITY
ZUM"

(IM IN LOVE)

"BLESS YOU"

CAT-109

The Chords
THE ORIGINATORS OF "SH-BOOM"

"It's What's in THE CASH BOX That Counts"
Stars Over Harlem

"Twas so nice of so many respected men of the trade to notify us they missed our little scribblings while we were away for a few weeks. Thanks to Ahmet Ertegun and Miriam Abrahamson for taking time out from their many activities to drop in on us to keep us posted on the activities of Ruth Brown, whose "Oh What A Dream" etching has caused the dynamic singing miss to once again take to the open roads for engagements from border to border and coast to coast. It might be more than interesting to note that even though the majority of the blues and rhythm acts complained of too much time on the sidewalks and not enough opportunities to display their wares before the masses, Ruth's staff of busy artists were never once faced with this fate...

Joe Davis' latest group and platter release "How Sentimental Can I Be" b/w "Nothin' To Do" taking a firm foothold on the Harlem teenagers' heartstrings. Bill Doggett's man on the move, Walter "Fots" Thomas, drops by to assure us that the waiting maestro and crew are more than thankful to The Cash Box for its big part in making the nice things happen to the gang...

Timmie Rogers lives as ever and smiling broadly as he describes the results of his latest etching effort featuring veteran Austin Powell (yes he's the same "I Miss You So Bad" who was the sparkplug of the Cats And The Fiddlies singing-swinging combo). The Counts and "My Dear, My Darling" still a mighty big one...

Thanks to Monte Bruce for the thoughtful telegram and notice. . . .

Alex Bradford in town for his Sept. 10 "Concert On The Hudson" aboard the Liberty Bell. ALIX also bidding for the services of the nation's newest spiritual sensations, The Stevens Singers, for his big Chicago anniversary affair comes early November. . . . And speaking of the major spiritual happenings, thought it might interest Irv Marcus to know that The Christland Singers double sided reading of "Keep Me" is one of the most requested and best selling religious waxings currently being stocked by the retailers and jocks.

Louis Jordan's "Seen Wutcha Done" getting stronger and stronger with each tick-tack of the clock. . . . Uptowners anxiously awaiting the first Harlem theatre date of the sparkling entertaining Chords. . . . Sonny Tili in for a quick look-at and to tell us that its the Southern one-nighter circuits for him and his Hibbres.

For The Disk Jox
It's The Cash Box

"It's What's In THE CASBX BOX That Counts"
Unusual Distribution

NEW YORK—Music Merchandisers Corporation, located at Studio 915, Carnegie Hall, New York City, recently appointed as a National Distributor for Bell “Hit Parade” records, has instituted an unusual program to distribute the Bell label throughout the country. They established retail routes through local distributors serving outlets of every description. The Bell label presents a Hit Parade tune on each record side.

Music Merchandisers are working closely with operators, setting up with them a tie-in whereby, in addition to their juke box operations, they will open and service retail outlets.

Music Merchandisers Corporation has also set up a program of sales and promotion through the retail outlets by giving free to the buying public, with the purchase of a certain amount of Bell “Hit Parade” records, a nationally advertised record player retailing at $29.95. Music Merchandisers provides each distributor with a Steelman Hi-Fidelity automatic record player to demonstrate the Bell records.

Lucky Winner

NEW YORK—Raymond Acres, of the Youkners Department Store in Des Moines, Iowa, was named this week as the lucky winner of the Capitol Records one week all expenses paid trip to either Hollywood or New York.

The drawing was the combination of fifty-six (56) dealer meetings throughout the country at which time drawings were held and each local winner was eligible for the Grand Prize.

Acres, who is a sales clerk in the Record Department of Youkners, was notified by National Sales Manager, Hal Cook, and the midwesterner immediately chose to visit New York. Stated Mr. Acres, “I haven’t been to New York since the Woolworth Building was the great attraction to see.”
THE CHIMES (Flip 186)
“LOVE ME, LOVE ME, LOVE ME” (2:40) [Flair BMI—Gunter]
The group has a good sound on a quick, beat rhythmic love tune, but the "gee" manner of delivery may become a little wearing with so many groups latching on to that particular playing.

“MY HEARTS CRYING FOR YOU” (2:44) [Flair BMI—Gunter]
Here’s a side that really has it. The lads deliver a blues with a bounce that’s contagious. The Chimes work together perfectly. Should make noise with the teeners. Good pop possibilities.

THE EL DARADOS
(You-Ar 415)
“BABY I NEED YOU” (2:43) [BMI—Moore, Moses]
The El Darados blend beautifully on this slow rocker. The group has the sound and styling to draw quick attention to this disk. It has the combination of qualities that usually results in a click.

“MY LOVING BABY” (2:42) [BMI—Moore, Moses]
A middle tempo bounce blues delivered in strong style by the El Darados. A good disk with a good beat, but must bow out for the "Baby I Need You" side.

IVORY JOE HUNTER
(MGM K1181)
“DO YOU MISS ME” (2:41) [S. Hunter, Briscoe]
Hunter sings a slow tender romantic ballad that seems aimed at the pop market. Pretty wax.

“WHOSE ARMS ARE YOU MISSING” (2:40) [Davis, Hewitt, Hallin]
A mellow lovely with sweet fem chorus support. Similar comments.

OTIS BLACKWELL
(Groove 80034)
“HERE AM I” (2:44) [Beacon BMI—Otis Blackwell]
Blackwell carries the torch in this slow tempo blues. The chorister is emotional and properly tormented.

“OH! WHAT A BABE” (2:12) [Beacon—Otis Blackwell]
Blackwell has a stronger piece of material on this disk. Sings the amorous tale of his "habe" set to a middle tempo. Lyric’s on the torrid side.

THE CAPRIS
(Gotham 304)
“GOOD ONLY KNOWN” (2:40) [Stenton Music BMI—Wright]
The Capris delicately blend on a romantic blues ballad in which a falsetto lead is counterbalanced by a deep, deep base. Pretty and plaintive tune that should win considerable acceptance.

“THAT’S WHAT YOURE DOING TO ME” (2:45) [BMI—Ward, Marks]
The group works up an enthusiasm on a rocking quick beat item. Good bunk of wax for the foot tapping jump crowd.

THE CASH BOX
AWARD O’ THE WEEK

“ZIPPITY ZUM” (2:23)
[Progressive BMI—Feaster]

“BLESS YOU” (2:51)
[Shapiro-Bernstein ASCAP—Lane, Baker]

THE CASH BOX
WASHINGTON SPECIAL

“LET’S MAKE A WHOLE LOT OF LOVE” (2:17)
[Shapiro Bernstein ASCAP—Paul Winley]

“YOU MAKE ME HAPPY” (2:12)
[Aladdin BMI—Winley, Edwards]

THE DOGGERS
(Aladdin 3259)

THE DOGGERS

THE MEDALLIONS

THE SKY LIGHT SINGERS
(Lamp 218)

“I’M GOING Back Home” (2:47) [Lamp]
The Sky Singers perform effectively both a deep voiced lead against the singing chorus. Good spiritual wax.

“THANK YOU JESUS” [Lamp]
The flip is a syncopated gospel side chanted in ring fashion. Two good reli.

TODD RHODES ORCHESTRA
(King 4736)

“SILVER SUNSET” (2:13) [Cee BMI—Glover]
Todd Ri and his orchestra dish up a dreamy instrumental in a mood lun. Relaxes listening.

“SPECKS” (2:11) [Jay BMI—Gordon Powell]
Changes pace with a quick beat inst. bouncer. Sparkling its Rhodes born and the resulting wax is a spirited lifting.

GLORIA ALLELYNE
(Joie 767)

“THE UNCLOUDY DAY” (2:21) BMI Gloria Allelyne sings a religious flavored rhythm in solid fashion. The chanteuse in an excitement and a quality vocal the overgreen.

“WHEN I SAY MY PRAY” (2:50) [Benoll BMI—D. Str Miss Allelyne changes pace on the deck and comes up with a tender r of an appealing pretty.

THE ROMEOS
(Apollo 461)

“I BEG YOU PLEASE” (2:29) [Bess BMI—McGill]
The Ron swing through a pleasant boss with a smooth touch. The group me an ol bow on the Apollo label.

“LOVE ME” (2:29) [Bess I McGill, Spillman]
A not tasty tidbit of a softer nature. A sound like comes.

THE MEDALLIONS
(Dootone 347)

“BUICK 59” (2:20) [Doo Williams BMI—Vernon Gre A will novelty that sees the Mo lions go berserk. Item rocks and ri at a smart pace. The lads set up own percussion section with his claps and bass. Guarantee this will be played again. Good juk terial.

“THE LETTER” (2:45) [De Williams BMI—Vernon Gres slow blues ballad. Romant talky. Vocal. Performed in good at but action as we see it will be "Bu 59"]

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Arthur Murray Ties In With "Mambo USA" Tour

NEW YORK—Arthur Murray, the noted dance master, seeing the mambo potential in mambo, has tied in with the "Mambo USA" coast-to-coast package tour featuring the big names in the Latin-American recording field, now being set for an eight-week schedule to kick off at New York's Carnegie Hall on October 1. The show will be headed by Joe Loco and his quintet, Mache's orchestra, singer Carlos Villagrana, Facundo, Rivero, Quintet, Mexican comedian Tun-Tun, dancers Huroto and Lana, and Bill Barry, The Mambo Aces, and world champion mambo dance teams.

To make this the biggest mambo spectacle ever presented, Murray, who heads over 1,000 dance studios across the country, will supply two mambo dance teams taken from his studio instructors to be featured with the show as the "Arthur Murray Party Dancers."

He feels that the mambo is definitely here to stay and in the next few months will be the newest dance fad in the United States with both the teen-agers and adults alike. He also states that the "Mambo USA" show will set the tempo for the current mambo movement.

The show is being produced by promoter Herb Schwartz and Polo Records president George Goldner. Promotor Norman Granz of Jazz at the Philharmonic has taken the mambo package for 15 cities as a solo promotion with the participation of a visiting Mid-West band under headed by Billy Shaw Agency, Mercury Artists supplied the talent.

The mambo's strong possibilities that after the tour ends in this country, it will go to Porto Rico and South American countries.

WATCH THIS ONE
THE DODGERS

"LET'S MAKE A WHOLE LOT OF LOVE"

Aladdin 1035
"YOU MAKE ME HAPPY"

Aladdin 1039
ORDER NOW!
"Cry Sometimes"
Swanee Quintet
Nabisco 346
STEADY SELLER!
"Baptism of Jesus"
The Skylarks
Nabisco 345
NASHBORO RECORD CO., INC.
177 3rd Ave. N.                         Nashville, Tenn.                        (615) 251-3215
Little Walter
"You Better Watch Yourself"
Bl/w
"Blue Lights"
Checker 1179
This week's selection for "It's What's In THE CASH BOX That Counts"...
**The Big Little Salesman In The Folk Field**

**EXTRA!**

**BOBBY WRIGHT**

**sings**

**“LITTLE PAPER BOY”**

and

**“CRY BABY”**

Decca 29221

**The Cash Box, Music**

**Page 29**

**September 11, 1954**

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**The TEN FOLK AND WESTERN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK PLUS THE NEXT FIVE**

1. **I DON'T HURT ANYMORE**
   - Hank Snow (RCA Victor)
   - Webb Pierce (Decca)

2. **EVEN THO**
   - Kitty Wells & Red Foley (Decca)

3. **ONE BY ONE**
   - Johnnie & Jack (RCA Victor)
   - Carl Smith (Columbia)

4. **GOODNIGHT, SWEETHEART, GOODNIGHT**
   - J. E. & M. Brown (Fabor)

5. **GO, BOY, GO**
   - T. Texas Tyler (Four Star)

6. **CURTIN' IN THE RAIN**
   - G. Hill & J. Tubb (Decca)

7. **THIS IS THE THANKS I GET**
   - Webb Pierce & The Wilburn Brothers (Decca)

8. **LOOKING BACK TO SEE**
   - Stuart Hamblen (RCA Victor)

9. **SPARKLING BROWN EYES**
   - Stuart Hamblen (RCA Victor)

10. **THE OLE HOUSE**
    - Stuart Hamblen (RCA Victor)

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**“It's What’s in THE CASH BOX That Counts”**
FERNIE HUSKEY
"Very Seldom Frequently Never"
Capitol # 2914
CENTRAL SONGS, INC.
6308 Sunset Blvd.
Hollywood 28, Calif.

GEORGE MORGAN'S
"WALKING SHOES"
COLUMBIA 2176
CEDARWOOD PUBLISHING CO.
146 7th Avenue N.
NASHVILLE, TENN.

CHESS 4859
"IF YOU DON'T SOMEBODY ELSE WILL"
by
"I'M BEGINNING TO REMEMBER"
JIMMY LEE AND JOHNNY MATHIS

NEWS that's UP-TO-THE-MINUTE
REVIEWS of the LATEST RECORDS
CHARTS compiled EVERY WEEK
ads from LEADING RECORD FIRMS,
ARTISTS and PUBLISHERS
Every Week In
THE CASH BOX
ALL FOR
$15. PER YEAR
(52 ISSUES)

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Please enter our subscription for 1 year (52 issues) at $15. Enclosed Our
Check □ Please send us a Bill □
FIRM NAME
ADDRESS
CITY ZONE STATE

"It's What's in THE CASH BOX That Counts!"

"JOURNEY'S END" (2:26) [Ernest Tubb BML—A. Tubb,
P. Stewart]

"TWO GLASSES, JOE" (2:16) [Ernest Tubb BML—C. Walker]

"PENNY CANDY" (2:33) [Dandelion BMI—C. Veale]

"I'LL FOLLOW YOU" (2:36) [Dandelion BMI—L. Johnson,
R. Scott]

Jim Reeves comes up with a brand new pair of tunes that rank as two of the best hits he's done since his smash versions of "Bimbos" and "Mexican Joe." On one end, Reeves hands in a spirited and polished reading of a light-hearted quick beat novelty number titled "Penny Candy." The tune is waxed in the same gleeeful style as "Bimbos," only this time, a little gal call the star- ring role. On the other side, the warbler glides through a beautiful, middle tempo, romantic ballad titled "I'll Follow You." A very pretty rendering of melody and lyrics, both ends rank as hit contenders.

ARThUR SMITH
(MGM 11877; K-1187)

"LONELY" (2:15) [Lynn BMI—Smith] Arthur Smith and his Crack-Jack harmonize in this one, as they colorfully project a rhythmic, middle beat ditty. Inviting arrangement.

"FLIP-MOON" (2:28) [Lynn BMI—Smith] Under lid is a delightful instrumental cutie that Smithies and the boys wax in soft, relaxing fashion. Real catchey melody.

MERE SHELTON
(Lin 1006; 45-1006)

"I LOVE YOU JUST BECAUSE" (2:10) [Linn BMI—Sheehan] Stella Shelton's smooth vocal styling shows up to good advantage as he pitches up a quick-tempo, romantic item. Flavorful instrumental backdrop.

"CHIILENA, MY DANCING GIRL" (2:45) [Linn BMI—W. Jetson] Shelton vocalizes this South-of-the-border ditty with much gusto. A colorful, easy-on-the-ears platter.

BUD ISACS
(RCA Victor 20-5844; 47-5844)

"SKOKIAN" (2:10) [Shapiro—Schein ASCAP—A. Margraff] Bad Isacs, his Cryin Steel guitar, along with a solid musical backdrop, could smash through with this country version of the popular pop plinker. Powerful jive box fare.

"BEAUTIFUL LADY WALTZ" (2:08) [Athens BMI—F. Issacs] Flip-side, Isaac's expert stringwork again provides the fashion with a very lovely slow tempo item. Fine listening material.

ERNIE CHAFFIN
(Nickery 1016; 45-1016)

"I'M GONNA SALT MY SUGAR AWAY" (2:25) [Acuff—Rose BMI—Madux] Ernie Chaffin waxes an original, thoroughly unique item that's gonna attract loads of loot. Ernie has finally coralled the right gal and he alone to make sure she stays around. Delightful wax.

"LOVELY WIND" (2:25) [Acuff—Rose BMI—Madux] The charter dishes up an infectious vocal job on a middle beat, lover's lament. Subtitled string support.

"KING OF A LONELY CASTLE" (2:38) [Fairway BMI—K. Devine] Faron Young comes up with a wonderful vocal effort on a slow tempo, heart rending tale. Young projects the sad lyrics with the utmost of feeling. Could be real big.

"VERY Seldom FREQUENTLY LOVE" (1:51) [Kenton BMI—L. Smith] On the flip platter, the artist has some terrible material to work with as he rocks out an enchanting, quick beat ditty. Two excellent sides.

THE DALTON BOYS
(7-2005; 4X-0048)

"ROLL, RATTLER, ROLL" (2:36) [Tanner BMI—Long, New- man] The Dalton Boys rustle up a catchy, fast paced item. Excellent instrumental trim that goes on a deck that will pick up a goodly share of the loot.

"JUST LIKE ME" (2:47) [Tanner BMI—Long, Newman] The under portion is a middle tempo instrumental tune that boys render in elegant fashion.

GOLDFIE HILL
(Decoy 2922; 9-29224)

"DON'T BRAY RETRAY ME" (2:32) [Forrest BMI—E. Hill, L. Williams] The general air of the platter is swinging and rich as Goldie Hill waxes this slow tempo, emotional item. Two musts for ops and dealers.

CHUCK LEE
(NTM 117; 45-117)

"MARIJA" (2:37) [Tanner N. Texas-Lee] The pugilistic vocals of newcomer Chuck Lee are sure to make a solid impression in the wax world as the artist dishes up a fiery Mexican-flavored item. Deck could happen with enough exposure.

"LISTEN TO THE WIND" (2:30) [Tanner N. Texas-Martin, Ware] On the other lid, the artist displays his vocal versatility on an enticing, moderate beat piece. An artist to watch.

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Their first session was handled by Fred Rose. In the absence of Steve Sholes, Chet Atkins conducted a recording session last week with Johnnie and Jack and also recorded John Gurdy. Kitts Wells also did a session for Decca, with Owen Bradley in charge. With the intuitive touch of the Wynn Brothers, the session was put together with a lot of "little boys" and "Lindy Hoppers," playing in a unique way that was just right for the occasion. And the result was a lot of "Little Boy Paper," which was played on the radio and in the movie. The session was a success, and the results will be heard by all the fans of Western music. 

Wax-Wise

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By Joe Monroe

"The Other Side of The Desk"

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THE Select-o-matic

...THE COMPLETE MUSIC SYSTEM

FULL-SPECTRUM HIGH FIDELITY

Faithful reproduction of every tone in the musical spectrum . . . from the lowest lows to the highest highs. The lightweight, spring-tension magnetic pickup has a range of 15 to 25,000 c.p.s. The amplifier is the finest ever built into a coin-operated music system.

OMNI-DIRECTIONAL SOUND

Music in all directions . . . beautifully and faithfully reproduced at the same tonal level in all directions. To make this new concept of listening pleasure possible, Seeburg has designed and built an electro-acoustical system that integrates five speakers into the acoustical chamber of the Select-O-Matic "100".

SCIENTIFIC SOUND DISTRIBUTION

A complete new line of Seeburg high fidelity remote speakers including recessed, wall and corner models. All these new speakers are constant voltage type, permitting complete interchangeability without accessories. Particularly adaptable to multiple speaker installations.

REMOTE CONTROL

The Wall-O-Matic "100" is an electronic achievement overshadowed only by the Select-O-Matic "100" itself. Catalogs the five basic musical classifications . . . places them at arm's reach of guests. Put the "champion music salesmen" to work for you.

MASTER REMOTE VOLUME CONTROL

For complete control of speakers in phonograph and all remote speakers. Automatically maintains bass and treble balance at all stages of volume.

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION
Chicaco 22, Illinois

America's finest and most complete music systems
Suggestion Card For All Operators To Have Painted Or Printed And Featured Prominently In All Their Locations:

WHILE YOU’RE HERE RELAX AND ENJOY YOURSELF

with MUSIC FROM OUR PHONOGRAPH

while you PLAY OUR NEW SHUFFLE BOWLER

and ENJOY THE LATEST PINBALL GAME

HAPPY, RELAXING—RESTFUL ENTERTAINMENT CREAT ED ESPECIALLY FOR YOU TO ENJOY YOURSELF WHILE YOU’RE HERE

Once again, as it has so many, many times in the past, The Cash Box offers an original public relations suggestion.

A painted or printed card, about 18 inches wide by 26 inches high, that should be featured in every operator's locations.

Old timers used to thrive on display-showmanship in the early days of coin operated amusements. They would do anything and everything to attract the attention of all patrons in their locations to their latest equipment. It paid off. The public loved.

The result? Today's greater, grander industry, of so many antique businessmen who have invested so many, many dollars to automatically entertain Mr. and Mrs. John Public.

Operators in various territories throughout the nation may be able to improve on this suggested display, since they know what's best for them in their own areas.

Regardless of what the individual operator does to improve the above, so that it will fit the general conditions in his own area, this display will prove of great value to him because it is a definite type of public relations effort.

The display appearing above may prove just as attractive colorfully printed on the back of menus for a restaurant or lunch wagon location.

It may be a standout in some bar, cocktail lounge or tavern, as an antique-type painted sign on attractive wood.

It may also prove unusually effective as a window streamer for many locations.

It may be just what the doctor ordered for some busy spot where people just don't seem to have the time to pause and relax.

Whatever the operator believes is best for him as regards his own locations, territorial restrictions, and all other surrounding factors, the above public relations display is offered as an original suggestion by The Cash Box to help every operator stimulate his own business and, thereby, increase his income so that he can continue on a profitable basis.

The time will yet come in this, as it already has in other industries, where the producers of new equipment will work hand in hand with the users of their products, to bring about greater interest in their products, so that all concerned will enjoy better business.

Perhaps, then, the above suggestion will, in its humble and miniscule fashion, result in the beginning of what should have been done long ago.
**Trade Ready To Go All Out For Fall Business**

NEW YORK—The nation's industrial firms, both large and small, approach the opening of the Fall season with great optimism—and many promotional and advertising plans are being hurled wide open to stimulate buying.

One thing they all agree on—sales will not come easy, but spending will. In order to get what they consider their share, these companies have undertaken two steps. They will retool new top grade merchandise, and they will spend every dollar that will influence the buying public.

A great many firms have reported record budgets for advertising and sales promotion, and in most instances they are held meetings of their sales staffs, stimulating and educating their experienced sales executives and salesmen. Great many firms, also, have added new salesmen added, and conducted sales courses for them.

All this optimism and confidence in the future bodes well for the coin machine industry. But they, too, must approach the spending public with a grotto to get their share. The factories have given the operators, and they must give them, some of the newest equipment ever produced. But machines that are designed are not the same as trains that are summoned from the general public as well. Multiple selections, scientifically arranged sound of the finest possible construction. The recording companies are now releasing their top artists on the most desirable material. The games manufacturers, also, have developed some of the most astonishing play appeal machines, in the most attractive entrance ever seen. Manufacturers of merchandise vending machines and service machines have ready beautiful looking machines that serve the public in a myriad of ways.

The operator has the choice of equipment for this Fall season that has never before come to his attention. He is optimistic that he can spot the right equipment in the right location, and get his share of the public's spending money. He must work and think at all times. His equipment, not only must be top, but he must keep it so. He must also take advantage of all sales and promotional methods available to him. (The suggestion in this week's editorial, page 33, is only one of a number of ideas he could be put to work on.)

The Fall season is now here—and can be the best of all time for the industry. It all depends on the men themselves. In closing, we advise one and all to be sure to read the double-page editorial, pages 36 and 37—and make sure you're not put in the classification of a "Back-Pedaling Smoove." (He's the fellow who can't see where he's going because he's so in love with where he's been.)

**U.M.O. Elects Permanent Officers Sept. 7 Meeting**

All Officers of Music Operators Guild of Michigan Join U.M.O.

The Music Operators Guild of Michigan have closed their offices and moved all the furniture to the offices of the United Music Operators of Michigan.

Notice of this meeting was mailed to 118 members in the Detroit area the organization's list contains 297 names.

Temporary officers of U.M.O. are: Edw. L. Carlson, president; Harry L. Norlin, secretary and Frank Alluvot, treasurer.

The Committee On Organization is composed of the following: Chairman, Lou Fisher; Carl Angott; Frank Antaya; Stanley Bisk; Michael Boyd; Joseph Brilliant; John J. Bressi; Wm. M. Campbell; Walter Casidy; Dominic Carrado; Jack Chaskin; John Danis; Jacob Dunsler; James Dunne; James R. Eckenrode; Gordon Fruitman; Nick George; W. Gilbert; Arthol W. Greiner; Frederick A. Gripon; Eddie Hearmunn; J. M. Jeffrey; Sidney Ketchum; Gay Klotz; Floyd McCready; Irving Moss; Vince Meli; John R. Moore; Louis A. Munch; Charles Meyer; G. M. Patton; R. Pinkston; Martin Rice; Harry Eibey; Robert Robinson, Jr.; Sam Sapienza, Jr.; and Clarence M. Sharpe; Anthony Siracusa; William Shy; Clarence Spooner; Frank Staff; Frank Stankiewicz; Kenneth Styles; Peter Tocco; Bill Trumpki; Tony Vassall, Jr.; and Everett Watson; Arthur Westmore, Jr.; Wiliams and Grace Ziegler.

Roy Small, in a statement to the operators that have not yet joined U.M.O., advised that with the state seeking higher license fees that is the city of Detroit and many counties, and the various other problems that face the operators, the forthcoming meeting on September 8 is, he concluded, of great importance in the business lives of every man who has anything to do with the automatic phonograph industry in Michigan.

**Runyon Sales Donates Phone To New Jersey’s “Boystown”**

Arlington, N. J.—There are ninety-nine boys of varied race, colored creed, ranging from the ages of 9 to 15, happier this week because only one machine operator saw fit to supply them with a medium of entertainment—a joke box.

The ninety-nine boys represent the citizens of New Jersey's Boystown, Arlington, N. J., under the administration of Father Robert Egan, 36 year old head of the non-sectarian "Boystown," who plans to make the city a haven for any boy who needs help.

Donor of the joke box is Ed Burg of the Runyon Sales Company, New York, N. Y., who also agreed to service the machine and supply records.

Burg was contacted by Henry Okun, record exploitation man through the assistance of The Cash Box. Okun recognized the need for more recreational facilities than that presently available to the youngsters. Burg's response was immediate and wholehearted—thereby supplying another instance of the coinman's participation in local charities.

A letter was received from Father Egan by Joe Orleck, publisher of The Cash Box, thanking him for his part in procuring the phonograph for "Boystown."

To the right we see Father Egan and four of his "boys" grouped around the Runyon "gift," Henry Okun in the center, peering over the top of the phonograph.
Now - New HI-FIDELITY HI-PROFITS in the Bag!

Get acquainted with the newest member of the ROCK-OLA family... at Your Distributor's Showroom today!

* Comes equipped with jumbo-sized cash bag to accommodate the tremendous play you can expect from this phonograph.

ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE • CHICAGO 51, ILLINOIS

"It's What's in THE CASH BOX That Counts!"
"JUST-PLUG-IN-AND-ALL OVER FOR A

It’s Been a Grand, Great, Happy Holiday for Many Ops Nationally

Higher Prices, Overhead and Increased General Expenses
Bacon or Face the Alternative of Leaving Territory too

It’s Not High Prices of New Equipment But Instead
Prices Help Keep Out New Blood and Thereby Prevent Us
and Even Years to Offset. Urge Switch to 10c Play at
Areas to Help Ops Boost Their Intake and Assure Profitability

ing 3 Day Weeks and Lesser

CHICAGO—The "just-plug-in-and-collect" days are all over for operators everywhere.

The grand, happy, holiday that has gone on ever since the end of World War II has come to a stunning and somewhat startling halt for many an operator around the nation.

He has suddenly discovered that, of all things, he actually has to get back on the job.

He has to again start hustling about like he used to do 'way back when, if he wants to bring home enough coin to match the higher prices, costs, overhead and general expenses with which he is now faced, and which have accumulated over the past years of increasing inflation.

He discovers, when he studies the situation, that his troubles are not the higher prices of the new machines he’s buying but, instead, the fact that he isn’t enjoying as much intake as he requires.

The prices he paid for equipment, just a few years back, were just as high if not higher, but, he didn’t complain for he was working his way thru an ever increasing inflationary period. All he had to do then was just plug the machine in and collect.

But the public has begun to hesitate about splurging along any further with inflation. The sudden drop in collections the operator finds in some of his machines only means that he has neglected his own business future.

He should have, long ago, he now realizes, prepared himself for such an eventuality by arranging for a boost in his intake while he had the chance to do so.

The fact remains that the average operator around the nation, who has been engaged in this industry for any period of time whatsoever, is not complaining completely about the high prices of new machines from just the standpoint of the prices being high.

What he is actually complaining about, if he stops for a moment to analyze his problem, is the fact the intake, the just as much as it ever was before, now isn’t enough to cover his overhead.

In short, he needs a boost in income to assure himself continuing in business on a profitable basis.

The greater majority of the outstanding operators around the nation look to higher priced equipment as their safeguard. They know what would happen were a flood of new blood, or even just a few new men, to enter into their areas with new equipment.

They have seen it happen before. They’ve seen storekeepers offered 75% and even more commission. They’ve seen loans made to locations that would financially bankrupt any intelligent operator.

They can recall the many, many long, hard, grueling months of work that were required to offset all these terrible commission slashings and general territorial upsets. It took years in some cases to offset such horrible business practice. Some cases were never cured.

It isn’t the higher prices of the finer new equipment, leading operators admit but, instead, they claim, it’s the fact that, in many, many areas about the nation the operators simply must get together, and must agree on a commission basis more favorable to themselves, or a switch to 10c play where this is possible.

This, in the opinion of the nation’s most outstanding operators, is the real answer to the present problems for the greater majority of the nation’s operators—a great need for more intake.

It wasn’t the higher cost of the machines as much as it was the continually increasing overhead and general expenses while income...
"COLLECT" DAYS ALL OVER

But, the "Just-Plug-In-And-Collect" Days are All Over. Require Plenty Hard Hustle for Ops to Bring Home the One Else Only Too Happy to Grab the Spots. Admit For More Income That Faces Ops. Also Claim High Mission Slashings and Territory Upsets that Take Months Change to More Favorable Commission Basis for Many Continuation. Report New Blood With Money in Bank Work-Want Way Into the Coinbiz.

remained in status quo which depressed many operators.

Machine prices, many point out, are practically the same today and, in only a few cases, a few dollars higher than they were just a few years ago when few, if any operators', complained about general conditions.

But with general overhead constantly increasing to meet inflationary conditions, the operators are now faced with the problem of obtaining more income, to assure themselves being able to carry on somewhat profitably in their businesses.

These operators realize that they simply must arrange for a commission basis much more favorable to themselves or switch to 10¢ play.

Otherwise they must face the long, hard road of trying to make $1 do the job of $2 and more because overhead and general costs continue to go up to meet labor's newly won higher wage agreements.

In short, a hard, tough road faces any operator who is paying about 300% more today than what he did in 1939 for his new equipment and, at the same time obtaining less than half the price for the play on his equipment, if he's still charging 5¢. The present nickel is only worth 2.3¢ compared to 1939. It's very tough to equalize a situation of this kind.

There is reported to be much new blood wanting to enter into this industry. These are men who have had mechanical and electronic training on large factory production lines. They were able to put some dollars away while overtime work was running rife. Now they are down to 3 eight hour days per week and even less. They are seeking something to invest their money in which they can either handle on a part time basis or as a full time business.

Only the high prices of present new machines are causing these men to hesitate from plunging completely and recklessly into this industry. High prices are, therefore, a safeguard for many an operator.

The "just-plug-in-and-collect" days are all over. Any operator still proceeding along on this basis had best change his tactics very speedily.

Just taking any machine to a location, plugging it in, walking out of the location, and then expecting to collect enough to take care of the increased costs and expenses of operating today just won't work anymore.

The nice, big, fat, lazy operators had better get off those big, soft, cushiony office chairs, off the golf courses, and on the job once again. The time is getting short for a great many operators who have, for a long, long time now, neglected their businesses.

There are others in the same territory who would like nothing better than to be able to grab the locations. Locations that many an operator almost broke his heart building up to earn him a decent living.

The answer is in meeting the location owners and talking things over with them, as well as talking it out with the operators in the same territory.

Perhaps a more favorable commission basis may be the operator's answer. Perhaps a switch to 10¢ play. Perhaps an entirely new operating method as yet unknown to the industry may result.

But, whatever it is, and whatever it will result in being, the time has arrived when every operator everywhere at long last realizes that the "just-plug-in-and-collect" days are all over.
Redd Distributing Appointed Wurlitzer Distrib For New England

BOSTON, MASS.—The Redd Distributing Company, this city, headed by W. S. (Sid) Redd, has been named the Wurlitzer phonograph distributor for the New England area effective immediately.

In announcing the appointment, Bob Bear, Wurlitzer phonograph sales manager, said “It is a genuine pleasure to welcome Sid Redd as a member of the Wurlitzer distributor organization. Sid enjoys the well-deserved reputation he has of being one of the most well liked and well-informed men in our industry. He has ably served the operators in the New England area as a distributor since 1945. During this period he has built a most excellent sales and service organization.”

The territory in which Redd Distributing Company will represent Wurlitzer includes the states of Maine, New Hampshire, Vermont (except Bennington County), Massachusetts (except Berkshire County), Connecticut (except Fairfield County) and Rhode Island.

Redd is ably assisted by his sales manager, Robert M. (Bob) Jones, and Ray Kennedy, general manager. His well-rounded service department has been augmented by Earl Schultz, veteran Wurlitzer serviceman, John A. McHenny, Wurlitzer district sales manager, will work closely with them.

Wurlitzer also named for this area

Ray Redd, Wurlitzer Eastern field service engineer.

The Redd Distributing Company’s Boston office will remain at its present address, 208 Lincoln Street, Allston 34, Mass.

Sid and his organization extend a warm welcome to all operators to visit his showroom where the complete Wurlitzer line is now available.

Bally Service School To Be Held At Cleveland

CLEVELAND, O. — Lake City Amusement Company, this city, will host to operators in this area at a Bally Service School at their quarters here on September 21 and 22.

Bob Breither, Bally’s chief field engineer, will conduct the school, explaining in detail the many new features contained in Bally’s latest in-line game “Variety”. He will also offer many new tips and demonstrations short cuts in servicing Bally’s “Jet” and “Rocket Bowlers’. Joe Abraham, head of Lake City, will be the key operator and serviceman in the territory to attend. He stated refreshments will be served.

Lynch, Houston Office, Promotes 2 Execs

HOUSTON, TEX.—On September 1, H. A. (Hans) Franz, former territory manager, was appointed to the position of manager of Houston branch, S. H. Lynch & Company (Seeburger distributors) and H. Von Reydt was promoted from traveling sales representative to assistant manager of the Houston branch.

The change came about after A. A. Sage, Houston branch manager, resigned to become managing and real estate development business. Sage was manager of the Lynch Houston branch when it was founded early in World War II and then assumed that position when the branch was opened in 1946. Altogether he was with the S. H. Lynch Co. (formerly Elektro-Ball) over 20 years.

Franz has been assistant manager of the Houston branch since it re-opened in 1946. He is very well known over the state and especially popular throughout the South Texas territory.

H. Von Reydt (also Hans) needs no introduction to Texas musicians. Except for a hitch in the Navy during World War II he has been constantly engaged in the sale and distribution of automatic phonographs in Texas for over 20 years.

Montreal Ops Assn. Makes Great Progress

MONTREAL, CANADA—Richard Dure, business manager of the Amusement Machine Operators of the Province of Quebec, with offices in this city, advises that the organization has been functioning only about nine months, and progressing rapidly, it has a score of accomplishments to its credit. However, the association would like to have 100% membership, and extends an invitation to all operators in the territory to join up.

Among the organization’s public relations jobs is the donation of 600 fresh red apples to the Red Cross and the Salvation Army recently. Accompanied by two other members, Dore visited the Salvation Army and presented the report. Pictured below (left) is Dore making the presentation to Sister Scott, superintendent of the hospital.

Among its other public relations efforts were sizable donations to other charities, among which are: The Canadian Paraplegic Assn. (Quebec Division); The Cerebral Palsy Fund; The Joint Cancer Fund; The March of Dimes; and the purchase of tickets to football games which are distributed to boys’ organizations.

TENNESSEE TOPICS

Julian Silverfield, Pal’s Amusement Co., Nashville, upset because he had to take care of one of his restaurants. His help didn’t show up. . . Albert Eritts, Central Amusement, Nashville, in Rock City. Albert reports his dime play tops. . . Rock City Distributing Co. as busy as a three-ring circus. . . Bill Farrington, Nashville, who has not been seen on coin machine row for some time, came in from the farm to make the rounds. Bill who likes his farm, turned his routes over to his brother some time ago. . . Tommy Tomlin, Tommy’s Distributing Co., Nashville, reports sales just wonderful. Tommy plans to put another salesman on the road to work with his sub distributor handling North ern Mississippi and the state of Arkansas. Tommy will introduce his premium deal with which he has had so much success in Tennessee. The deal consists of the old jar with a huge board with premiums mounted. Every play on the bowlers gives the player a free chance at the premiums. The deal is legal, having been ok’d by the Supreme Court, Washington, D. C. . . B. R. Kerr, Tennessee Foods, Murfreesboro, reports his route of cigarette vendors doing very well all summer and looks forward to the fall season. . . George W. Haynes, Haynes Amusement Co., Murfreesboro, comes into the Twenty Year Club. . . W. B. Wanns, Chattanooga, tells us that Tony Papa will be home for a few days and then back to Dallas, Texas, to stay with Mrs. Papa who has been hospitalized for several weeks. Tony hopes to bring her home by September 15. . . Joe Bunch, Shearer Amusement Co., happy to be in his new location at 24 Frazier Ave. Joe is looking for more antiques in amusement machines. He brags he has some of the oldest phonographs available. He has one, a Criterion, that plays a metal record about twenty inches. It is over 100 years old and sounds like an old fashioned music box. . . Joe Dunlap all smiles in his large new shop.

It’s a Fact...

about your GENCO games

ELIMINATES CHATTER!

D.C. (Direct Current) is used to operate telephone relays because its steady, even flow positively eliminates chatter in coils and solenoids. Likewise, d.c. relays are d.c. operated for quiet, efficient performance. That is why our coils and solenoids need no re-filling or re-adjustment for the entire life of the machine.

PIERRE, S.D.—Gordon Stout, Wurlitzer operator here, is sending along a suggested new name for the automatic music machine, feels that the well publicized name “Juke Box” should be retained.

“Actually, I have come to accept the name" writes Mr. Stout, "and feel that we who operate them should not change the time honored name “Juke Box” title, along with the entire industry, into commanding respect just by repetition of the true Juke Box story.”

Asm. Exec Suggests Retain “Juke Box” Name

"It's What's in THE CASH BOX That Counts"

The Cash Box Page 38 September 11, 1954
Chicago Coin Presents New Game “Holiday Bowler”

CHICAGO—Officials at Chicago Coin Machine Company, this city, announced this past week the release of Holiday Bowler. This is a new six-layer match-type bowling game.

“Holiday Bowler,” one official stated, “incorporates nine new player-pleasing features.

“Sensational point credit feature, deluxe low streamlined cabinet, eye-catching colored formica playfield, lay button and credit light on the coin molding, feature for both Number and Star match, individual matching feature for each player, adjustable matching frame, All-Star light system, plus the original Chicago 501, time-proven Number, Star and Crown, match features.”

He continued, “The point credit unit or 'point accumulator' is located in the upper center part of the score glass and may be seen through a small window panel on the glass.

“On each number matched, one point is scored. For each Number and Star matched, ten points are registered. Five points may be scored with special cam supplied with the game.

“Points are carried over from game to game until a Number, Star and Crown match is made. The player who makes a three-way match, Number, Star and Crown is entitled to all of the point credits shown on the credit unit.

“On the 137 accumulated points, it is necessary for the location to use a key to turn the credit reset lock. This is mounted on the right front of the cabinet. Each point is then transferred onto the point unit meter mounted in the cash box compartment.

“After the point credit unit resets to zero, it automatically sets up 10 points as a start for the next three-way match.

“On ‘Holiday Bowler,’ the executive stated, “Chicago Coin is introducing an entirely new streamlined cabinet of modern design. It features large slanting legs, and the cabinet has wide grooved side moldings that extend from the front to the rear of the cabinet giving the game a long appearance and yet the entire cabinet is only eight feet long.

“We here at Chicago Coin,” the official went on to say, “are convinced that in ‘Holiday Bowler’ we are presenting to the industry an excitingly different type of bowling game, a bowler which will be a player-appeal winner and consequently a real money-maker.

“Holiday Bowler,” he concluded, “is being shipped to our distributors all over the nation.”

WURLITZER 1250 .......... $265
WURLITZER 1500 .......... $575
Reconditioned And Refinished Like New!
Terms: 1/3 Deposit, Bal. CO.D.
A Quarter Century of Service.
2118 N. Western Ave., Chicago 47, III.
ARmitage 6-5005

Time To Relax

ACTIVEAIRE ELECTRIC TOWEL

Nation’s Best
- Dries and sterilizes
- Keeps washroom fresh
- Free of bugs, flies, insects, etc.
- And many more features

DISTRIBUTORS-GET ON THE BANANAWAGON
Earn extra profits. Wonderful opportunity for you and your operators. Every location a 100% prospect.
Phone—Wire—Write For Details Today!
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591 TENTH AVE., NEW YORK 18, N. Y.
LO 4-1880

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
Bally Intro's New Game "Variety"

Features New Development "Magic Lines"

CHICAGO—"Fall business is well under way at our factory," Sam Stern, executive vice-president and general manager of Williams Manufacturing Company, this city, reported past year.

"Furthermore," he continued, "we look forward to a very fine business season this Fall because of the manner in which our new games have been received by the trade.

At the present time the firm is running two games through its production lines, "Duffy Derby" and "Skyway.

"Both games," Stern stated, "have proved themselves great fall season machines. Those operators who have already placed them on location ad

viser that they have met the complete fancy of the players to the point where collections have peaked up far beyond what the operators, them-selves, ever expected would be the case.

"There is no doubt," Stern continued, "that this Fall season looks like it will be one of the very best the industry has enjoyed in many years.

"Our new games," he said, "have started our Fall production schedules off with a real boom. We believe, as the season gets going, that production will grow greater as the demand grows for the new games which we are producing for the field."

Williams' Plant Reports Fall Biz Well Under Way

CHICAGO—Jack Nelson, general sales manager of Bally Manufacturing Company, this city, announced the introduction, for the first time, of an entirely new feature in the new Bally-line game, "Variety.

Nelson described the new development as the "Magic Lines" feature. According to Nelson, the large center card on the backglass is the familiar 25 number type. However, eighted numbers in the first 3 vertical rows may be moved up or down by the player by simply turning conveniently located knob on top of front moulding. When "Magic Lines" and "Turn Knob" features are used on backglass. This permits player to straightout light line-turning them into scoring line ups. Thorough location tests have shown an astounding increase in play because of the magic way the number line-ups can be controlled. In addition to the new Magic Lines feature, "Variety" contains all the "famous features of previous Bally-line games.

Upper Mid-West Musing

Herman Fisher and Larry Jenkins of Aberdeen, S. D., made the trip into the Twin Cities last week the first in many a moon. While in town Bud picked up some equipment for his location. Gordon Stroth was here the first time. The Minnesota operators meeting which will be held at Salem, South Dakota, on September 12th and 13th. August Quade of Rochester, Minn., was seen hauling back some equipment for his expanding route. . . . Gleen Bishell of Cipeffals, Wis., was in town looking over new equipment. . . . J. S. Nugen of Cayuga, N. D., made a quick trip into the cities to pick up a couple of machines for new locations. . . . Tobby Lonnard of Kasson, Minn., is busy these days running the stock car races. From what we hear he has a good turnout at the track here. . . . The Lumberjacks of the Twin Cities were Ceci Twerp of Winona, Minn.; Curtiss Anderson of Farming, Minn.; Jim Stansfield of Winona, Minn.; and Mark Coughlan of Mankato, Minn. . . . Sid Levin of the Lieberman Music Company was in North Dakota and called on many of the operators in that state. . . . Many colonists from all over the nation expected. W. S. Van St. Paul this weekend to participate in the Bar Mitzvah party given by Herman Paster for his son, Eddie.

"It's What's in THE CASH BOX That Counts"
Miami Locations Being Spotchecked by Internal Revenue for Tax Stamps

MIA MIA, FLA.—A spotcheck of Miami locations operating coin-operated amusement equipment was being conducted by agents of the Federal Alcohol and Tobacco Tax Unit, it was disclosed this week by William R. Thompson, agent in charge.

Thompson said the inspection was to insure that the proper tax stamp had been affixed to each device. He stated that Florida has been singled out by the Internal Revenue Service for the current test check, which is expected to provide a sampling of tax stamp enforcement for all parts of the country.

Background of the inspection, it was indicated, is a desire of Internal Revenue officials to find out whether enough tax revenue is being lost to make an annual check worthwhile.

Int. Mute. Appoints Distrib.

LOS ANGELES, CALIF.—Herb Klein, sales manager, International Mutoscope Corporation, New York City, while on a business trip thru the far western states, appointed Simon Distributing Company, this city, as distributors for the new “54 Drive-mobile.”

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It’s What’s in THE CASH BOX That Counts!
Bally And Louis Blatt, Atlas Dist., Back As AMI Distris In Boston

The Blatt brothers represented AMI, Inc. in this New England territory in 1949, 1950 and 1951, after which they retired from the distributing business. Barney and Louis Blatt are well known to all operators in this area, having served them in a wholesaling capacity for many years. During their many years in the business, they established a reputation for top service and fair dealing second to none. Atlas will be re-established in their own building, 1021 Commonwealth Avenue, where offices, showrooms and service departments will be available for the operators. A complete staff of well known and experienced office and showroom men has been set up.

"After a few years of inactivity" chided Barney and Louis, "we're happy to be back in business and particularly thrilled that we are able to represent AMI as distributors in this area."

"And we're glad to have the Blatt boys back as our New England distributors" replied Mitnick. "The music operators here know they can expect the best of treatment and cooperation from these men."

Barney and Louis extend an invitation to all the music ops in the territory to come in and get reacquainted, and asks the new operators to come in and say hello.

Bally's Service Schools In S.F. & Phila.

Bally's executives and service engineers are busily engaged in holding service sessions throughout the country.

In photo (top) is Bill D'Ottavasso, Bally sales manager; Bill Laurie, R. F. Jones Co.; Periatt; Johnny Ruggerio, R. F. Jones Co.; and Bob Breitner, Bally field engineer, at a recent session at the San Francisco offices of R. F. Jones Co.

The photo on bottom shows operators and servicemen attending a school at Scott Cross, Phila., Pa., getting first look at the electronic speed detector on Bally "Jet Bowler" and "Rocket Bowler."

California Clippings

LOS ANGELES

Some of the finest equipment ever to hit the market is now on display along coinrow. The manufacturers are outdoing themselves to produce joke boxes and games that will make this fall one of the greatest seasons in the history of the coin machine industry. Operators have shown intense interest in Chicago's new "Holiday" Bowler which is now on display at both Minthouse showrooms... On down the street at C. A. Robinson & Co, the new United "Shuffle Targette" is creating much interest... Last, but not least, we must not forget the revolutionary new Bally "Jet Bowler" which displays skillful display panel and a new Laytron Company and Bally Sales showrooms... All these new games along with the new Seeburg HF phones and Rock-Ola fifty-selection "Hi-Fi" machine points to a big season ahead and there's more on the way. Reports from the industrial city of Chicago tell of new eye-appalling coin operated equipment that is now under production and ready to hit the market by fall. Operators throughout the area can rest assured that they are getting the finest new machines that were ever produced.

Don Ames has joined the Badger Sales Company organization. He's now working in the Badger Showrooms' sales department replacing Fred Gauthier while he is on vacation. When Fred returns he will work as field representative calling on ops throughout Southern California... Jean De Groot Minthouse recently left for Phoenix to confer with their resident manager Col. John Smee. Steve Powers and Leo Nelson recently left on another joint trip lining up distrbs. for the "Nelson Modernization Kit." This time they covered the Southwest area... Audrey Stenler says that he has been selling a lot of "Electro" cigarette machines to music operators who find it better and more profitable to sell their locations on package deals. A Phil Robinson representative for Chicago, Col. Lamont, is plently covered over all the bonus features of the new Chi-Coin "Holiday" Bowler. It doesn't take any coaxing to get Phil to point out all the features of the new game. V. Van Nattan. sales manager for Auto-Photo Company, is getting ready for the NAMM Convention which will be held in Washington, D.C. from 14th thru 18th. He announced that they will have a display at the National Guard Armory... Al Cohn has been getting his new apartment painted up and ready to move into... We don't know what super salesmanship Wayne "school teacher" Davis means to sell all those new Seeburgs. Maybe it's those colorful boosters that helps to clinch sales. Anyway, they sure attract a lot of attention...

Things have been so rushed over at California Music Company that Sam Richlin's son Ronnie has been helping out. Sanford "Whitney" Place, chief Col. Music roulette & TV technician, just returned from vacationing in Maine... Lucille Leymon is back from her trip to Sunnyvale, Wash. visiting with relatives. She brought back with her plenty of stories and picture postcards for all the boys at Paul A. Laymon Company. The Laymon crew recently threw a party for their charming bookkeeper Brit Adelman on the occasion of her birthday. Charley Daniels said that every time he asked her how old she was she'd answer him in Swedish so no one knows her exact age but they all agree that it couldn't be too far past 21. Karel Johnson is back at work in the service department after vacationing thru Utah, Wyoming and Colorado... Jimmy Wilkins and Walter Peteet, Wurlitzer regional factory service representatives, have been on the road a lot. The Laymon boys will be glad when the vacation period is over. Don Peters is now away on a trek thru Yosemite and Sequoia National Park. Sorry to hear that Don Gilbertson has been sick with the flu but happy to report that he is much better... Barbara Chandler, pretty teen-age niece of Mary and Kay Solle, is now helping out at Lewenhagen's Record Bar. Songwriter Tommy Dilbeck, writer of the Eddy Arnold hit "This Is The Thanks I Get," recently visited with Mary and Kay Solle... Al and Bruce Cane of Cane Distributing Company both report that the new Rock-Ola 50-selection Hi-Fi 1442 has been very well accepted by all the ops... The beautiful new ultra-modern branch offices of Minthouse Music Company were a beehive of activity this past week as ops dropped in to see the new place and visit with Frank Menzini, who heads the new offices... Lynn Brown recently returned from a business trip to Northern California. He got back just in time to find that the first sample shipment of Exhibit's new "Star" shooting gallery had arrived. Among uncrating one of the new guns and seeing all its many new features Lyn quickly tabbed it a hit with all the operators... Earl Wilson recently trekked in from Las Vegas to take care of business along coinrow... Lena Smith also drove in from Barstow... Irv Gayer and George Van Drake from San Bernardino were seen visiting with distributors this past week... Perry Irwin and Charley Gauge both came in from Ventura. Mr. and Mrs. Don Swaim and E. F. Peters drove in along the Pico strip from San Diego... Orville and Melba Kendal came in from Long Beach... Other out of town operators who came in to take care of business included Jimmy Jackson, Palm Springs; Gordon LeSueur of Palm; Bob Chacon, Laguna Beach; and John Hofmang, Santa Ana.
Music Ops of No. Illinois Start Series of Guest Speaker Meets
First Speaker is Bill Gersh, The Cash Box

Gottlieb Meets Demand With New Game

CHICAGO—D. Gottlieb & Company, this city rushed a brand new five-ball game to market this past week to meet the opening of the Fall season.

“Our new game is ‘Lucky Lady’,” Nate Gottlieb reported and continued, “it passed with flying colors on every single one of the test locations where it was placed everywhere in the country.

“Like all of our games,” Nate Gottlieb stated, “we put ‘Lucky Lady’ thru a most extensive test period.”

“What was most remarkable, was the players’ reaction to the rotation sequence numbers, ranging from one thru seven, as well as the last second play appeal of the bottom holes awarding replays, and the kickout holes which advance the value of the point target.

“In addition to these outstanding features,” Nate said, “there are two super-powered flippers, four pop bumpers, plus a super-point-score with a high tally of six million possible.”

The game is reported to be in full production at the Gottlieb factory here.

Distributors have been reordering since receipt of their first samples.

“In fact,” Nate stated, “we have already received just about 100 per cent orders from everyone of our distributors for ‘Lucky Lady’ and,

from all present indications, this is one game that bids fair to clicking off the opening of the Fall season with some real moneymaking action for all the operators.”

In the meantime, the busy action at the Gottlieb plant here has kept the men on their jobs right thru to the final minute before the Labor Day weekend in an effort to fulfill the production schedule which the engineers have set up for this game.
**NEW BIRN SHOOTING GALLERY**

**EXHIBIT'S**

**NEW ACTION** EXHIBIT'S GUN-PROVEN MONEY-MAKERS FOR MANY YEARS!

EXCITEMENT

3 TARGET SETUPS FOR EACH GAME!

24 Hits sets up Jeweled ★ which scores 30 points for perfect score.

For Optional use: Built-in Selector · For Choice of Free play or dime return on perfect score or match score · Various other combinations to suit any location · All targets are in view when game is at rest.

**NOTHING ELSE LIKE IT!**

For Details ... Contact your local EXHIBIT DISTRIBUTOR OR FACTORY TODAY!

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The hurricane that swept over the Eastern states on Monday, August 31 (the worst since 1938) played particularly havoc with shore and beach installations. We're hoping arcade owners and operators with equipment in these areas didn't hit too hard, and that they will be able to clean up the damage and get ready for the Labor Day week-end. Although it was a devastating blow to many, they are thankful that the big wind and rain came along several days before the holiday, and not during these big four days.

A great big accolade is due two men—one in the coin machine business, and the other in the business of recording artists and recording artists and recording artists. Henry Okum, the record exploitation man started it off, and the coin machine man, Ed Bury of Runyon Operating Division, Newark, N. J., completed the job. (Modestly, The Cash Box takes a small bow as we were instrumental in bringing these two men together.) Okum approaches us, advising that Father Robert P. Egan of Boys Town, N. J., was seeking a juke box for the recreation room of this institution. We phoned Ed Bury, and without a moment's hesitation, he agreed, not only to supply the juke box, but also to see to it that it was well supplied with records, and would service the machine. As a result of this fine gesture, the entire industry received a great deal of good-will. Photos and stories appeared in the Newark, N. J. press. (See pic and story this issue.) Another fine public relations job was accomplished at this time when Joe Young and Abe Lipsky of Young Distributing Co. (Wurlitzer distributors) supplied a 1500 phonograph for the lobby of the Bliss Theatre, Sunny- side, L. L., to be used for the collection of dimes for the current emergency drive of "The March Of Dimes." Operating only on dime play, all proceeds go to this great charity. Mickey Anderson, Eric, Pa., in town visiting wholesalers. Mickey tried his darndest to get tickets for the Tuesday night game at the Yankee Stadium (Yankee-Cleveland game), but they just weren't available. ... Mike Munves back from his week's vacation in Ocean City (and claims), he returned just in time to receive Exhibit's "new" Star Shooting Gallery, which he tells us is bringing in loads of ops to his showrooms. Mike also entertained comedians from Portugal and Venezula this week.

Meyer Parkoff, Atlantic New York Corp., points out to us several large posters advising music ops of the firm's safe being held for the entire month of September—20% off on all music parts and supplies. ... Lon Rosenberg, pres. of the games assn., visits the wholesalers. ... Herb Klein, sales mgr. of International Musicoscope Corp., on the West Coast, appointing distributor for the firm's hit machine "54 Drivemobile." ... Dave Stern and Bob Shifer, Seacoast Distributors (Roch-Ola distrbs) buddy engaged with a customer when we dropped in, so we just waved a "hello" at them. Bob Jacobs, National Amusement, advises the firm has formed the National Speedy Maintenance Co., a service organization for games and music halls. The firm's offices and offices and offices getting a face lifting, and quarters should be completely renovated for biz after the Labor Day holidays. ... Barney (Shugy) Sagerman, Runyon Sales Co., his cousin, Mollie, and son, Myron, to St. Paul, Minn., where they will spend a week with Herman Paster, and attend the Bar Minn. party for Herman's son, Eddie, on Saturday and Sunday. Shugy will stop off in Chicago on his way home. With Shugy away, Irv (Kempy) Kempy will remain at the office. Kempy celebrated his 25th wedding anniversary Aug. 30, and his birthday on Aug. 28th. Harold Rosenberg, United Amusement, Peckskill, N. Y., on the street buying supplies. ... Ben Becker, Bally's regional rep., making the rounds of distrbs with Bally's engineers. Phil, and Fire them. ... Ben dropped us a note from Pitts., where a showing was held at Atlas Music Co., with BobBeautiful Bally's chief field engineer in charge. The report to the "Jet" and "Rocket Bowlers" has been wonderful," pens Ben. ... Two years ago, Hymie Koeppe's daughter, Toby, spent the summer with her cousin, Toby, in Meca, Ariz. This year, the Arizona Toby returned the compliment, and is spending the holiday months with the Brooklyn Toby.

Paul Glass of Big State Distributing, Dallas, Tex., in town for a day and night visit. ... Hap of Tae Amusement, just back from his vacation. ... Clarence Haman ("Hey Man"), disk jockey of the Rhythm and Blues program a proud, proud papa. ... A cute little gal that will take Louise Gavin's place at A. L. Distributing is Dixie Mahan, a real typical name for a Southern gal. ... Still as efficient and punctual is Lottie Hernandez, also of A. L. ... Mrs. Dick Sturgell of A. L., staying home now taking care of that beautiful 17 month old Bicky Sturgell. ... Overheard a conversation among Louis Beans- bert, John Reisch, Bob Sims and others—subject was the unanimous opinion of everyone present that The Cash Box was the only real magazine of the in- dustry, and was growing greater and greater all the time. ... Sorry to hear of the loss of Ruby Young's brother of Des Moines, Iowa, who was drowned while on a fishing trip. Mrs. Young left to attend the funeral services. Our deepest sympathy.

Sam Tridico out of the hospital, and soon purchasing the small Rock-Ola for his music route. ... Sincerely hope Betty Albano of Jay Amusements, will miss the boxing trip that is pending. ... Philip Yaeger of Jaconelli Amusements likes the new Seeburg and Wurlitzer phonos, he says. ... More and more operators seem to be turning to the music biz these days. ... We hear a rumor that New Orleans necessity Co. is going up the phonograph business. Is this true, Louis? ... We hear one of the nice offices in the distributing business in the office of Lynch & Zander, Seeburg distribs. ... Ran into an old friend, Marian Jones, who's now working for the Gulf Shipping Co.
REVENGE OF THE CHINESE

CHICAGO CHATTER

Whew! Back to normal once again after moving into more spacious offices and coming thru the Labor Day weekend in one whole piece. Moving meant journeying from the 18th floor to the 10th. Still in the same building at 32 West Randolph St. with the same telephone numbers.—Debarred 2 P.M.-4:47. Came to town Friday. Showed up at the welcome mat is out at all times for those wonderful folks. . . . Out with the old and in with the new. New quarters and a spanking new Fall season coming up find us raring to give out with all that vim, vigor and vitality. The "Three V's" have infected the entire industry.

New lift to get in by the elevator to get into our new Grand. We are back to the day we way this Fall season seem the greatest yet. As far as the Labor Day weekend was concerned, many of the operators reported tremendous party. Enthusiasm and patriotism reign supreme. Fall, here we come!

It's a gorgeous girl! For the Don Meloney family. Their first child! Nancy Meloney gave birth to a 5-pound, 5-once baby girl on Thursday, August 26, Morning Star in Chicago. Named Mary Ann. Receipts of cigars included Don's cohorts at Dunno—MacHir and Tom Cash. She now looks on the job after two weeks in the north woods of Wisconsin, For Tom, "Vacation-time will be some time in September but hard to tell with all the orders for new games piling in. . . ." August 26 was the birthday—the 61st anniversary of Genoa. F. Forrest, called the "Father of Radio" and who is still at work every day in his experimental laboratories at this age. In a statement issued to the press on his birthday, De Forest, said, "With the help of Lyn Durst, president of United Manufacturing Co. I have established the Lee De Forest Foundation for experimental purposes." De Forest's invention of this radio tube brought radio into the home. He also made important basic contributions to television, sound movies, wireless telephony and telephony. . . . George (The "G") Jenkins getting slimmer and slimmer. Now has a trim, chic svelte physique.

Williams Manufacturing Co. greeted the Fall season with a pair of games, "Squeeze" and "Drabby Derby." Both reported doing exceptionally well. Sam Sterne very, very busy at the factory. Harry Sterne traveling hither and yon in the East. . . . Nate Gottlieb and son Shelley took in a big, big weekend of baseball in Milwaukee. Saw the Braves trounce the Giants on Saturday in one game and with the Dodgers in a doubleheader on Sunday. The temperature soared into the 90's and forced Nate to buy a hat to protect his upstairs from the sun. The headgear was of the type he "wouldn't wear to a dog fight but the hot sun demanded it." For Shelley, a little Little League in his own right, it was big league baseball at its best. Irene Gottlieb and the two girls, in the meantime, spent the weekend at Brown's Lake, Wis.

"Just can't keep up with the orders. Doing very well," is the way Kurt Kuever put it when asked about Rock-Ola's new games. J. Raymond Bichc due back from the West Coast this week. Wayne (Brad) Bradfield busy as ever as manager of Rock-Ola's new advertising and sales promotion department. . . . Jack Nelson is planning a bit trip right after Labor Day. Will visit various places. . . . Sam Wolber, Sam Ginsburg, Ed Levin, and all at Chicago Coin enthused considerably with the firm's new "Holiday Bowler" which incorporates nine new features. . . . Roy Small, conciliator and public relations counsel for the United Music Operators of Michigan was thrilled at the quality of the program. The highlight of the weekend was Mich. Jones joining UMO as a body. . . . Where Shay reports he had one grand time up in the north country—12 days of it to be exact—with his son after taking him out of camp. . . . The Keeny picnic for employees and their families was held at Palaski, Merrill, Maple Lake, Ill., and provided presents and all-day fun for all. . . . Capt. Tom Collaghan very ill at Columbus Hospital.

Art Weinrand and Jim Cakes, Exhibit Supply, look back at week after two weeks of vacation. Both looked like anything. Now so very, very busy. Back in town after conducting successful and well-attended Bally service school out East are Paul Calamari and Bob Breithner. . . . Paul Hebesch, H. J. Keene & Co., had two good reasons for staying home on Monday of last week. Son Bobby had a temperature of 109 degrees. Rosemary Hebesch, the better half, is expecting a fourth child next month . . . Jack Bess of Roncevo Exchange, Richmond, Va., dropped into the Chicago Coin factory the other week and placed a sizable order. . . . Sam Levin of Empire was guest of Sam Vivian at a party at the South Water Beach. Like Levin, Mr. Vivian agrees: "This is living." . . . Jerry Shuman, chairman of the arrangement committee, announces that the Music Operators of Northern Illinois will begin a series of guest meetings. Initial guest speaker at the first meeting on September 9th, will be Arthur Schopen and the Welcome mat is set at four corners in the Canal Zone, writes that "everything looks fine for the future."


BARGAINS OF THE WEEK!!

GENCO 2 PLAYER BASKETBALL
BRAND NEW IN ORIGINAL CRATES
$399.95

BALLY CONEY ISLANDS COMPLETE
$69.95

GENCO SILVER CREST
BRAND NEW
$125.00

BINKS ZIPPER
BRAND NEW
$55.00

1c ACORNs, Ball Gum, 6lb. Globe
PHONE OR WRITE FOR QUANTITY PRICE

CHICAGO CHATTER (Cont.)


Herb Oettinger, Ray Riehl and Bill De Selm, United Mfg. Co., worked like beavers prior to the Labor Day weekend. Now starting all over again with the busy Fall season at hand. Bill, incidentally, came down with an attack of burritis and had to forsake his "championship" golf for a time . . . Art Garvey hit his Bally territory in the Northeast right in the heart of the recent hurricane and had quite a time of it. . . . Alvin Gottlieb spent the first part of last week visiting distribs in Boston, Mass., and Hartford, Conn. Got back just as the Gottlieb firm introduced its new game, "Lady Luck." . . . Jack Mulligan and Leo Orson, in town visiting at Rock-Ola, dropped into the offices of The Cash Box and got into an interesting discussion about the future of the music business. . . . Ed Hall of Exhibit "feeling like a million." . . . Sam Cooper of Pastor Distributing Co., Milwaukee branch, advises that the firm has purchased a new building. Will be one of largest distribs buildings in the Midwest, Sam says. . . . "Easy as bees are Atlas' Maurice and Eddie Ginsberg, Nate Feinsten and Harold Schwartz.

Most admired objects in the Bally salesroom are pictures of the atomic bomb explosion on Bikini Island. "Only reason is," says Bill O'Donnell, "that any salesman who can't sell his saltwater will be thrown into the next atomic blast." . . . Bill is sporting a tan which matches the new tie he is wearing with tan figures and tie. It is reported that Joe Cohen of Rinctzman, Inc., Appleton, Wis., is shipping over 200 units of his phonograph mechanism throughout the nation for test purposes. . . . Chicago offices of Ben Cohen are using a unique Wurlitzer "Carousel" display platform. The platform has a revolving top, along with spotlights and mirrors. Center of attraction is a Wurlitzer Model "1700" phonograph. . . . Dai Haun, president of Star Title Spool Co., Inc., Pittsburgh, announces that the firm's Chicago branch, which will serve all points west of Detroit and Cincinnati, will open Tuesday, September 7. Also says that firm will open a Los Angeles branch sometime in the future.

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2600 WEST 50TH STREET, CHICAGO 32, ILL.
“THE CASH BOX” CLASSIFIED ADS
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26 WEST 47th STREET, NEW YORK 36, N. Y.

CLASSIFIED ADVERTISING SECTION

WANT—A. M. I. 40, 80, 120 selection equipment—Phono, Hideaways, Spinners, Wall Boxes, Bar brackets, Seeburg 100 A & B Scales, Arcade equipment, 1c and 5c Vendons, Bally Futurities, 1953 Pin Games. Write stating condition, number, model and prices. The ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. Tel.: 2648.

WANT—Your used or surplus records all speeds. 45’s our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 10% blues. We pay freight. REAGENT SHOPS, 221 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: Union 1-7500.

WANT—Bright Spots, United Show-boat, United Circus, late Gottlieb 5 Ball free play games, Seeburg Model B & C’s 45’s. State quantity, price, and condition in first letter. NERO NOVELTY CO., 529 BRYANT ST., SAN FRANCISCO 7, CALIF.

WANT—Distressed merchandise for return privileges. Purple label Capilola, Columbia, Coral, Decca, Victor, Mercury, King—78’s and 45’s—also L.P.’s. Please quote prices, we pay freight. C & L MUSIC CO., 11 RAYBERRY RD., FRANKLIN SQUARE, L. I., N. Y.

WANT—New and used records. Highest prices paid for 78’s and 45’s. No quantity too large or too small. We buy brand new L.P.’s (33 1/3 RPM) in quality. Write or phone, FIDELITY DISTRIBUTORS, 666 10th Ave., New York 36, Tel.: JUdson 6-4658.

WANT—Phonograph records made before 1940; any quantity or dealer stock; $1.50 to $3.00 per thousand; will inspect if required. Same labels wanted are Brunswick; Victor; Vocalion; Paramount; Gemmell; Bluebird; Champion, JACOB S. SCHNEIDER, 128 W. 66th STREET, N. Y. C.

WANT—Show Boats, Circus, Rodeo and Frolics; GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVE., SAN FRANCISCO 2, CALIF. Tel.: Market 1-3968.

WANT—For cash, Seeburg, Wurlitzer, AMI, Rock-Ola phonographs—all models. State makes and best price you want. Also any other coin operated machines you have for sale. Write or wire collect. NEW YORK DISTRIBUTING CO., 625 TENTH AVE., NEW YORK, N. Y. Tel.: Circle 6-2144.

WANT—Live wire junker operator to assist us in operation of nickel junkers in the Glenn Falls area. We have long list of spots pleading for nickel junkers. We can’t handle more. Our route of games and music big. No expensive junk boxes needed. Just be sure of nickel play operation—as locations and patrons are nickelweary in this territory. We may even consider selling our complete route—shop—etc., to live wire operator. For particulars about this wide open territory contact DEL AMUSEMENT CO., FORT EDWARD, N.Y., “Oldest operation in this area since 1923.

WANT—Any quantity postwar Wurlitzer Phonographs, Models 1100, 1250, and 1400. Also Seeburg M100—78 and 45. Wire, write, or phone: BUSH DISTRIBUTING COMPANY, 206 N. 29th St., MIAMI, FLORIDA.

WANT—Any quantity postwar Wurlitzer Phonographs, Models 1100, 1250, and 1400. Also Seeburg M100—78 and 45. Wire, write, or phone: BUSH DISTRIBUTING COMPANY, 206 N. 29th St., MIAMI, FLORIDA.

WANT—For resale, United & Chicago Cake Bowling Games; Bally Bingo; Mills Panorama Peek Shows; Kiddie Rides. State condition and best price in the first letter. STAN- DARD DISTRIBUTING CO., 1526 BROADWAY, TACOMA, WASH. Tel.: Broadway 3663.

WANT—45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating quantity on hand. TONY GALGANO, GALGANO DIST., CO. 4142 W. ARMITAGE, CHICAGO 39, ILL. Tel.: Dickens 2-7606.

WANT—Dingos, late model Shuffle Alleys. For resale. Send list. Have all types of amusement equipment for sale. DAVE LOWY & CO., 592 TENTH AVENUE, NEW YORK 14, N. Y. Tel.: Chickering 4-5100.

WANT—All types of arcade machines and Gottlieb 6 & 6 Flipper Pinball Games in any quantity. Give names, condition, prices wanted and when ready to ship. INTERNATIONAL AMUSEMENT CO., 1423 SPRING GARDEN STREET, PHILADELPHIA, PA.

WANT—Tubes: 2051; 2050; 707L; 24A; 24A3; 5Y4; 6L6; 6L7; 6L6 metal; 6X5 metal. Will pay $40 hundred. Must have minimum quantity 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO, ILL.

WANT—Bear Clubs—will pay $225. PENNSYLVANIA VENDING COMPANY, 1822 CARSON STREET, PITTSBURGH 3, PA.

WANT—From all over the world! Literature on any machine that takes coins and sells anything—amuse- ment, drinks, Bromos, fortunes, Pocket Books, cigarettes 25¢ 2 each, aspirin at 5¢ each, single hand-held newspapers. WITHAM ENTER-PRISES & ASSOCIATES, 20-22 CUNNINGHAM AVENUE, GLENS FALLS, NEW YORK.
ANT—We pay Spot Cash for Seeburg and Wurlitzer Music as follows: Seeburg 100A $350; 100B $300; 100F $250; 100N $600; Wurlitzer 1015 $40; 1100 $850; 1250 $175; 1400 $325; 1450 $325; 1500 $375; 1550 $375; 1500A $425. Wire collect for deposit and shipping instructions. REDD DISTRIBUTING CORP., inc. 290 LINCOLN ST., ALLSTON, MASS. Tel.: AL 4-4040.

ANT—For Export. Quantities of the following models: Seeburg M100A; Wurlitzer 1100, 1250, 1400. P.O. or wire collect. DAVIS DISTRIBUTING CORP., 725 WATER ST., SYRACUSE, N. Y. Tel.: Syracuse 75-3194.

FOR SALE—40 Wurlitzer 3020 Wall Boxes $8 ea.; 50 Seeburg 3-Wire Wall Boxes $3 ea. Beautiful equipment. 3-Wire Wall Box, Diskit 1400, balance C.O.D., or Sight Draft. KOPPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK, N. Y. Tel.: Circle 6-8939.

FOR SALE—Beaumont $75; Brite Spot $95; Spot Lite $90. Brite Spot, Dude Ranch, Palm Springs, etc. 298 Chicago, Ill. Tel.: ELseon 5-3089.

FOR SALE—"West Side" now has a full line of prizes and premiums such as radios, clock, watches, etc. For Sale. Write for low price list. WEST SIDE DIST., 610 14th AVE., NEW YORK, N. Y.

FOR SALE—Coin Counters, Coin Sorters, Coin Counting Combinations, Coin Changers, Coin Supplies. We carry a complete line of these products. GLOBE DISTRIBUTING CO., 1623 N. CALIFORNIA AVE., CHICAGO 47, ILL. Tel.: Armigate 6-0780.

FOR SALE—Complete Arcade or single coin games, Pari-mutuel, Slotting Gallery. Closing store. Scott, 115, ARCADE AMUSEMENT CORP., 1145 SIXTH AVE., NEW YORK, N. Y.

FOR SALE—Attention, Wurlitzer 1500 and 1700 operators connect 24 and 48 selection Wall Box to machine. Also Wurlitzer 24 selection connected to machine. Use regular 219 and 248 Steppers and Adaptor. Specify 1500 or 1700. $345.00 each. Satisfaction guaranteed. MIDWEST MUSIC SERVICE, 819 WEST 26TH, WICHITA, KANSAS.

FOR SALE—Territory Wash Out. 2000 Bingo in Line Games. All Types, All Shopped, ready for location. Machine for sale or trade. 1/2 down, balance C.O.D. Wire or Phone. We are now making delivery on United's Red Hot Jungle Gun, DAN STEWART COMPANY, 140 EAST 2nd SOUTH, SALT LAKE CITY, UTAH. Tel.: 2-2473.

FOR SALE—All machines 20% off high CASH BOX prices. Wurlitzer 1015, 1100, 1200. Rockolas 1422, 1426. AMI Model C, Washburn 146, 147, 100A. Phone STerling 6715 or DIXON DISTRIBUTING CORP., P.O. Box 2660, YOUNGSTOWN, OHIO.

FOR SALE—Canadian Operators! Place low cost "Quizzettes" in your music locations. Thousands now in use across Canada. Proven high profits and cost only $21.95 each. French or English machines available. Discount rates. Phone B. E. KRUCKEGER, 13, BOX 561, SAN ANTONIO, TEXAS.

FOR SALE—Can afford you 92% per week to get ahead and stay ahead of competition. For each week, per week, per week you can have a 40-word ad in either section of the Toronto Star (free for first two months) or in the Toronto Daily. Send your Check for $45 today plus your first week's ad. 1/3/31 – 200 W. 47TH ST., NEW YORK 19, N. Y. (Phone: JU 6-2640).

FOR SALE—25 Winners like new, cleaned and guaranteed, few new, $75 each or trade. What have you for 500? Ask about DISTRIBUTION, 3125 ELLIOT AVE., SEATTLE 1, WASHINGTON.

FOR SALE—260 brand new Northwestern 5e capsule charm vendors. Recently new Victor 5e capsule charm vendors. Illness of customer forces sale. Write for prices. SHeldon SALES, inc., 681 MAIN STREET, BUFFALO 3, NEW YORK.

FOR SALE—America's finest recorded phonographs and music accessories. Everyone of our recorded machines guaranteed beautiful condition regardless of price. Tell us what you need. Our inventory is new. ANGOTT DISTRIBUTING CO., 2616 PINE ST., KANSAS CITY 18, MICH. Tel.: University 4-6773.

FOR SALE—Spoke Wire 100 ft. $1.75; 500 ft. $1.75: per 100 wire, 2136 gauge. Supplies, Spot Valve Jacket 100 ft. $3.75; 500 ft. $3.73; per 100 5 wire Control Cable 100 ft. $4.95; 500 ft. $4.85; per 100 3 in shield Vinyl Jacket, 300 ft. $10.50. NEW MUSIC CORPORATION, 3181 NORTH ELLSTON AVE., CHICAGO, ILL. — 1301 NORTH CAPITOL AVENUE, INDIANAPOLIS, IND.

FOR SALE—Reconditioned Wurliters: 1400’s $400; 1250’s $250. O’CONNOR DISTRIBUTORS, 2380 N. 57TH ST., RICHMOND, VA. Tel.: 84-3264.

FOR SALE—Evans Constellation $225; Shoot the Bear $145; Keener 2-League $125; Atari $150; AMI C-9 and a complete line of United Bingo sets. I. W. DRAGS, 2315 OLIVE ST., ST. LOUIS, MISSOURI (Main 1-3511) or 3314 KANSAS CITY, MISSOURI (WEST port 3582).

FOR SALE—Keener High Score League $169.50; Williams DeLuxe Star Series $187.50; United 6 Way F, $160; AMI C-8, $105. DIXON CO., 150 E., $159.50; Domino $139.50; Spot Lite $119.50. LAKE CITY AMUSEMENT CO., 4000 CALIFORNIA AVE., CLEVELAND 4, OHIO. Tel.: Henderson 1-7577.

FOR SALE—Wurlitzer Bar Boxes $2140; Wurlitzer Wall Boxes 3020’s. Steppers and Master units. Needs little work. Genco, Distributing INC, 599 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE—Beer Guns: Gene Night Fichets; Evans Bat-A-Score; Ex. Silver Bullets; Ex. Six Shooter; Chi-Chek; refurbished cabinet $30. Box prices. 1/3 deposit, balance C.O.D. B. E. KRUCKEGER, RT. 13, BOX 561, SAN ANTONIO, TEXAS.

FOR SALE—Units: — Imperial $325; Royal $295; Classic $225; Captain America $215; Williams Deluxe World Series $75; Williams DeLuxe Baseball $195. Want—See- borg, Buffalo, all AMI, all Gottlieb, all Mills. GAMES, 67 SWAGGERTY ROAD, SCHENECTADY 2, N. Y.

FOR SALE—The best buy in used Bingo Bally Games. Just buy one and you will see why you can pick up a little more and balanced bid. Used and new stocks. For your money back if not completely satisfied. 1/3 deposit with all orders. Write HURLEY DISTRIBUTION, 1326 W. 937 MARKET ST., WHEELING W. VA. Tel.: Wheeling 5472.

FOR SALE—1 Williams Super World Series $175; 1 Williams Double Header $145; 1 Williams Quarterback $135; 1 Williams Super World $150. Exhibit Dale Guns: refinished $55; 1 Exhibit Six Shooter, refinished $125. AUTOMATIC AMUSEMENT COMPANY, 1000 PENNSYLVANIA ST., EVANSTON, ILLINOIS.
FOR SALE—Complete Arcades or a single machine. We have large stock of new and reconditioned Arcade Machines in the world. Also parts and supplies. Send for new illustrated catalog. MIKE MUNVES, 577 TENTH AVENUE, NEW YORK, N. Y. Tel.: Chickerling 4-8628.

FOR SALE—Bowlers—Advance $365; Gold Cup $300; Triple Score $220; Crown $230; Double Score $220; 10th Frame Special Double In 5th $185; Name Bowler $165; Super Match $145; 10th Frame $140; Match $125; Chicago Coin Deluxe Drum Scoring $100. MONE ROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVENUE, CLEVELAND 14, OHIO. Tel.: SUPerior 1-4600.

FOR SALE—Spot-Lites $75. TOLEDO COIN MACHINE EXCHANGE, 814-816 SUMMIT STREET, TOLEDO, OHIO. Tel.: ADAMS 6242.

FOR SALE—For nothing—information as to how we established 10 cent play on juke boxes on our route and what effect it has had on our revenues. HENRY C. KOBURGH & SONS, 51 WARREN ST., GLENS FALLS, N. Y.

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Universal, Chicago Coin, Kamen, and Bally. WILLIAMSPORT ELECTRONIC & TELEVISION CO., 233 W. 3rd STREET, WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1648.

FOR SALE—Bally Surf Clubs $445; Ice Frolics $375; (used a few days) Palm Springs $395; Palm Beach $150; Chicago Coin Deluxe Re- does $185; Cabanas $169.50; Wil- liams Army & Navy $95; Wild West Gun, in perfect shape, $99.50; Chicago Coin Super So, a Ride, used very little, $250. NEW ORLEANS NOVELTY CO., 115 MAGAZINE STREET, NEW ORLEANS, LOUISIANA. Tel.: Canal 3818.

FOR SALE—Beauty $295; Chinatown $85; Control Towers $35; Double Action $25; Disk Jockey $85; Fighting Fish $25; Chio-Coin Cranes $25; Triple $300; Chio-10th Frame Special, Triple $200; United Olympic S.A. $285; United Cascade, Triple $235; Kenner 6 Player $95; UNIVERSIT Coin Machine EX- change, 458 NORTH HIGH ST., COLUMBUS 8, OHIO. Tel.: Univer- sity 6900.

FOR SALE—5 Bally Yacht Clubs $185; Atlantic City $140; Beauty $260; Beach Club $340; Dude Ranch $350; Ice Frolics $395; United A.B.C. $30; United Clover Bowlers $205; Liberty $185; MICKEY ANDERSON, 314 EAST 11th STREET, ERIE, PA. Tel.: Phone 5-7549.

FOR SALE—Close Out! All Games with Formica and Large Pins. No reasonable offer refused. United Twin, United 4 Player, United 5 Player, United 6 Player, United 6 Player Deluxe, United Super. Make your own offer on individual games. AMERICAN VENDING COMPANY, 2684 CONEY ISLAND AVE., BROOKLYN 35, NEW YORK. Tel.: DENver 2-9602.

FOR SALE—Parts and supplies for Jukebox, Shuffle, Pin and Telequin Games. Special Metal Tool Box of Assorted Hardware. Over 6 lbs. of Nuts, Bolts, Screws, Brackets, Switches, Springs, etc. $10 value for $5.90. CHAMPION DISTRIBUT- UING CO., 3743 W. GRAND, CHI- CAGO, ILL.

FOR SALE—We have a large stock of reconditioned Fire Balls. One Rollers. Brunswick Rollers. Write for list. WESTERHAUS CORPORATION, 3726 KESSEY AVENUE, CINCIN- NATI, O. Tel.: MONTana 5000-1-2.

FOR SALE—The finest used phonographs in all our history now available for immediate sale. Get our price on any phonograph you want before you buy. UNITED, INC., 4227 WEST VIKT ST., MILWAU- KEE, WIS. Tel.: WEN 3-3224.

FOR SALE—Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Lowest prices. Best merchandise. One letter, wire, or phone call will convince you. Factory Representa- tives for United, Keesee, Ball- TÀRAN DISTRIBUTING, INC., 3401 N. 36th STREET, MIAMI 42, FLA. Tel.: 4-6844.


FOR SALE—Genco Shuffle Pool, like new $325; Genco Basketball, like new, write: Chi-Coin Cranes, 3030 Triple $300; Chi-Colon 10th Frame Special, Triple $200; United Olympic S.A. $285; United Cascade, Triple $235; Kenner 6 Player $95; UNIVERSITY Coin Machine EX- change, 458 NORTH HIGH ST., COLUMBUS 8, OHIO. Tel.: Univer- sity 6900.

FOR SALE—Bright Lights, A-1 condition, $65; AMI Model C $295; Wurliiter 1100 $195; Wurlitzer 1015 $95; 1428 Magic 3s $195; Rock-Olas $135; Novelties 16K $450; Surfing World 11-564 $5; H & H MUSIC, 1626 3rd AVE., MOLINE, ILLINOIS.

FOR SALE—Make us an offer on the following Shuffle Alley, 1-10th Frame Story: 1 Super 1 Five Player; 1 Clover: 1'9' Gold Cup; 1 Decoy 6 Frame and 1 General Electric Pool, T & I DISTRIBUTING CO., 1663 CENTRAL PKWY., CINCIN- NATI 14, OHIO. Tel.: MAIN 8751.

FOR SALE—Reconditioned phonos— ready for location: AMI A; AMI C; AMI D4O and D-30; Rock-Olas Fireball 45 rpm; Surfing World 1004; New Bally; DeLuxe, $185; Write for low prices. RUNYON SALES COMPANY, 593 TENTH AVE., NEW YORK, N.Y. or 221 FREILING HUSEN AVE., NEWARK, N. J.

FOR SALE—Shooting Gallery, write: Team Bowler $445; Ace Bowler, new $545; Havana $419.50; Mexico $400.50. WESTERN DISTRIBUTORS, 1226 SOUTHWEST AVE., PORTLAND 5, OREGON.

FOR SALE—Wurlitzer 1080's $75; 1015's $85; AMI-D4O $350; See- gbe $45 36; 47 $45; 48M $135; Rock-Olas 1428 $135; 1422 $45; Surfing World 11-564 $45; World $16.50. CENTURY DISTRIBUTORS, INC., 1221-23 MAIN ST., BUFFALO 9, N. Y.

FOR SALE—Look! Phonograph needles at distributors prices. Buy direct from manufacturer. Quality Phonograph Needle Manufacturers quitting distributors now selling directly to dealers and operators at full distributors discount. Ship anywhere. QUALITY NEEDLE COMPANY, 3747 W. CHICAGO AVE., CHICAGO 51, ILLINOIS. Tel.: Serramonte 2-5050.

FOR SALE—All types reconditioned Coin Operated Games available at lowest prices. Write, wire, phone C. A. ROBINSON & CO., 2001 W. PICO BLVD., LOS ANGELES 22, CALIFORNIA. Tel.: DUkla 3-1810.

FOR SALE—A.B.C. $20; Knockem $15; Just $10! $10; Bright Light $10; Spot-Pile $10. ADVERTISE. Write for 50c main. BRIDGEPORT, OHIO. Tel.: 725.

FOR SALE—30 Pop-Ser Popcorn Ven- dors, 3 Hawkies, reconditioned $59.50 each; 25 Mercury Athletic Scates, counter models $22.50 each. One-hundred bowl sets with bowls. CLEVE- LAND COIN MACHINE EX-CHANGE, INC., 2029 PROSPECT AVENUE, CLEVELAND, OHIO. Tel.: Tower 1-6175.

MISCELLANEOUS

NOTICE—Are you having trouble keeping Plexiglas clean on your juke boxes? Our Meble does the job—just a little bottle of Meble—Cleve- land price and territory, contact MECCO SERVICE CO., 716 N. 19th ST. EAST ST. LOUIS, ILLINOIS.

NOTICE—Louisiana & Mississipp Operators — your authorized AM phonographs distributor is D. C. COIN MACH CLB CO. 122 NO. BROOK ST., NEW ORLEANS, LA. Tel. Magnolia 3951.

NOTICE—Juke Box Operators—Trade your used juke boxes for cigarettes machines. We will sell or trade all types cigarette machines (thoroughly reconditioned), Rowe milk van- dors, Cold Sneeze and Vendo ice cream machines. BRUCE MUSIC AND VENDING SERVICE, 1602 PIERI AVE., SHREVEPORT, LOUISIANA.

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, 7D-6000—Our phonographs for Metro- politan New York and New Jersey finest trade-ins available, both prod- acts. Advise us your needs. SEA COAST DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH N. J. (Tel.: Biglow 8-3524) and 594 TENTH AVE., NEW YORK N. Y. (Tel.: Bryant 9-6464).

The Cash Box
Never Underestimate the Power of a Model "E"

TRUE-TONE FIDELITY • ALL-ROUND CABINET BEAUTY • MOVING LIGHT AND COLOR • SPEEDY ONE-BUTTON PLAY • UNFALTERING PERFORMANCE • ATTENTION-GETTING DESIGN AND DECORATION WIDE CHOICE OF SELECTIONS • CONVENIENCE OF EYE-LEVEL PLAY • MINIMUM MAINTENANCE

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark
How To Use "The Confidential Price Lists"

(Also Known as the "C. M. I. (Coin Machine Industry) BLUE BOOK")

FOREWORD: Many times, wide differences appear in the quotations of high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists," rather than show price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Wholesale dealers may be even more widely divergent. Someone on the West Coast may feel a certain machine worth $55.00 whereas someone on the East Coast may think it worth but $45.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having been quoted for shipping and completely reconditioned may be offered at higher prices than others, due to the added cost of reconditioning.) "The Confidential Price Lists" report such quotations exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

Millers: "The Confidential Price Lists" should be read as follows: First price listed is lowest price quoted for the week; Second price listed is highest quoted price. FOREIGN BUYERS: To cover cost of packing, crating, shipping, etc., figure an additional $20 to $25 on $1 prices and $25 to $30 on Phonographs.

EXPLANATIONS

1. Prices UP
2. No quotations Last 2 to 4 Weeks
3. Prices DOWN
4. No quotations 4 Weeks or Longer
5. Machines Just Added
6. No change from Last Week
7. Great Activity

MANUFACTURERS and dealers of game's release listed, Code: (B) Bally; (C) Chicago Coin; (C.I.) Control; (Em) Genoa; (Got) Gottlieb; (K) Kemmy; (Un) United (Wm) Williams.

ABC (Up 3/53) 20.00 40.00
ACROSS THE BOARD (Up) 50.00 75.00
AHA (Got 6/48) 15.00 25.00
BARNES BILL (Got 6/48) 19.50 29.50
ALL STAR BASKETBALL (Got 1/52) 25.00 39.00
AMERICAN ACR (Got 6/49) 40.00 45.00
ARABIAN SKIES (Got 12/53) 175.00 135.00
ARROW (Wm 4/49) 45.00 75.00
ARROW (Wm 7/48) 75.00 110.00
ASPEN (Got 6/49) 75.00 110.00
BAA BAA BUNNY (Got 3/50) 15.00 20.00
BABY FACE (Got 3/50) 10.00 20.00
BANCROFT BILL (Got 5/49) 15.00 25.00
BARRACUDA BILL (Got 5/49) 25.00 35.00
BASKETBALL (Got 10/49) 15.00 25.00
BEACH CLUB (B 2/53) 295.00 375.00
BEAGLE BAY (B 1/22) 200.00 295.00
BOB (Got 3/49) 10.00 20.00
BOEING CHAMP (Got 1/50) 15.00 25.00
BOWLING (Got 1/49) 50.00 75.00
BOWLING (Got 1/49) 10.00 15.00
BOWLING (Got 8/47) 10.00 15.00
BRIGHT SPOT (Wm 3/49) 75.00 110.00
BROADWAY (B 6/48) 49.50 75.00
BROOKLYN SESELECTOR (B 3/50) 20.00 25.00
BUCCANEER (Got 10/49) 10.00 20.00
BUSH BILL (E X 2/48) 10.00 15.00
BUSH BILL (E X 2/48) 15.00 25.00
CARRIAGE (Got 8/47) 350.00 545.00
CELESTE (Got 6/47) 49.50 75.00
CAMEL CARAVAN (Got 6/49) 15.00 20.00
CARRINGTON (B 2/50) 15.00 20.00
CANASTA (C 7/48) 25.00 35.00
CHARLIE (Wm 10/48) 15.00 20.00
CHAMPION (B 12/49) 20.00 35.00
CHAMPION (C 4/48) 15.00 20.00
CHAMPION (C C 4/48) 15.00 20.00
CHAMPION (C G 12/48) 15.00 20.00
CHAPPY (Got 10/49) 15.00 20.00
CINDRELLA (Got 6/49) 10.00 20.00
CIRCUS (Wm 6/48) 150.00 175.00
CITATION (B 10/48) 15.00 35.00
CITATION (B 9/48) 15.00 35.00
COLLEGE DAVE (Wm 3/52) 10.00 20.00
CONEY ISLAND (B 9/51) 15.00 25.00
CONTACT (Ex 10/48) 10.00 20.00
CONTINENTAL Tyrger (Wm 3/53) 25.00 35.00
CROWN (Wm 8/48) 100.00 125.00
CUBE (Got 4/50) 50.00 100.00
CUB (B 4/48) 10.00 20.00
CUB (B 5/48) 10.00 20.00
CUB (B 6/48) 10.00 20.00
CUB (B 7/48) 10.00 20.00
CUB (B 8/48) 10.00 20.00
CUB (B 9/48) 10.00 20.00
CUB (B 10/48) 10.00 20.00
CUB (B 11/48) 10.00 20.00
CUB (B 12/48) 10.00 20.00
CURTIS (Wm 10/48) 15.00 35.00
DECATHLETIC (Wm 10/48) 15.00 35.00
DECATHLETIC (Wm 10/48) 15.00 35.00
DECEMBER (Wm 10/48) 15.00 35.00
DEFENDER (Wm 10/48) 15.00 35.00
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<th>The Cash Box</th>
<th>Page 51</th>
<th>September 11, 1954</th>
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<td><strong>Washington</strong></td>
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<tr>
<td><strong>Red Shoes</strong> (Un 11/5)</td>
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<tr>
<td><strong>Rooftop</strong> (Ex 5/5)</td>
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<tr>
<td><strong>Roundup</strong> (Got 11/4/48)</td>
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<td><strong>Sundown</strong> (Ex 10/5)</td>
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<tr>
<td><strong>Show Boat</strong> (Un 1/10)</td>
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<tr>
<td><strong>Silver Coin</strong> (C/5/49)</td>
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<td><strong>Super Bell</strong> (Wm 1/5/49)</td>
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<td><strong>Tangelo</strong> (Got 5/2/49)</td>
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<td><strong>Three Musketeers</strong> (Got 6/5/49)</td>
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<td><strong>Turf King</strong> (B 6/5/49)</td>
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<td><strong>Vanities</strong> (Ex 10/4/49)</td>
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<td><strong>Virginia</strong> (Wm 10/5/49)</td>
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<td><strong>Walt My Line</strong></td>
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<td><strong>Whiz Kids</strong> (CC 3/3)</td>
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<td><strong>Wild West</strong> (Got 8/5/49)</td>
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**Winner** (Univ.)
20.00 45.00
**Wisconsin** (Un 3/4/49) | 10.00 | 20.00
**Yacht Club** (B 4/5/49) | 175.00 | 250.00
**Yank** (Wm 6/4/49) | 110.00 | 150.00
**Zingo** (Un 10/5/49) | 15.00 | 25.00

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Products listed here are currently in production. Prices are manufacturers' prices, F.O.B. factory.

A.B.T. MFG. CORP.
Challenger (Counter Model) $ 75.00
Rifle Sport and more Guns, complete range of variants 1,408.25

AMI, INCORPORATED
AMI "E-40" Phonograph $ 795.00
AMI "E-30" Phonograph 955.00
AMI "W-70" Phonograph 1,055.00
W-70 (Tall Wall Box, 8" Speaker, (2) 45's, W-70 to 510-25E wall box) 99.00
H-70 High-Speed 895.00
HS-120 Hideaway 875.00
AMIvox Speaker 27.50

AUTO-PHOTO CO.
Auto-Photo $ 2,545.00

BALLY MFG. CO.

Bally-Jet-Bowler
(With Match Feature) $ 755.00
Jet-Bowler Model Jet-110, 10c a play, 3 plays for 25c 775.00
Jet-Bowler Model Jet-325, 10c a play, 3 plays for 25c 775.00

CHICAGO COIN

Coin-Op Basketball
(With Match Features) Single Chute $ 789.00
10c 705.00
Feature Chute $ 685.00
Double Chute 705.00
Feature Chute (Without Match Features) Single Chute $ 685.00
Double Chute 705.00

H. C. EVANS & CO.

Holiday (Model 4045) 100 Selec, 6 rpm $1,058.00
(Variable Model 238) 40 Selec, 78 rpm 795.00

EXHIBIT SUPPLY

Junior Jet Ride $ 395.00
Shopping Gallery 895.00
Big Broker 997.00
El Toro The Bull 995.00
Fender The Bull 725.00
Roy Rogers' Trigger 1,047.50

EXHIBIT SUPPLY

Exhibits
Rudolph The Red Nosed Reindeer 725.00
Rudolph The Red Nosed Reindeer With Music 775.00
Pete The Rabbit 725.00
Pete The Rabbit With Music 775.00
Pete The Rabbit's Birth 725.00
Rawhide 725.00
Space Patrol 1,047.50
Sea Skate 1,047.50
Vacum Card Vendor 221.50

GENCO MFG. & SALES CO.

Rifle Gallery $ 625.00

D. GOTTLEBE & CO.

Lucky Lady $ 364.00

INTERNATIONAL MUTO CORPORATION

Drive Yourself (new) " balcony" $ 795.00
Photomat "54, 2,150.00
3-D Art "Paradiso" model 495.00
3-D Art Parade, "Paradiso" 1,295.00
Unical Post Card Vendor 595.00

J. H. KEENEE & CO., INC.

Electric Cigarette Vendor ... 284.50
Coin Changing Machine 364.50
Bihini Bowler
Without Match Feature 680.00
Double Chute 645.00

THE ROCK-OLA WURLITZER CORPORATION

Model 1700 "Comet Fireball" Phonograph, 120 Selections, 45 RPM Only $795.00
Model 1444 "Comet Fireball" Player, 120 Selections, 45 RPM Only 955.00
Model 1444-S "Comet Fireball" Chrome Wall Box, 120 Selections, 45 RPM Only 1,080.00
Model 1548, 50 Selection Wall Box 1,409.00
Model 1550, 30 Selection Wall Box 1,416.00
Model 1613, Blue walls Wall Box 1,423.00
Model 1614, Red walls Speaker 1,423.00
Model 1666, Remote Volume Control 1,423.00

UNITED MFG. CO.

Shuffle Target (Without Match Features) Regular Model, 10c play ... 685.00
Special Model, 10c, 3 for 25c play 705.00
Deluxe Shuffle Targette (With Match Features) Regular Model, 10c play 710.00
Special Model, 10c, 3 for 25c play 730.00
Jungle Gun 595.00
Double Chute 615.00
De Luxe Jungle Gun Single Chute 685.00
Double Chute 655.00
Banana Splitter (With Match Feature) Regular Model, 10c play 710.00
Special Model, 10c, 3 for 25c play 730.00
Shuffle Alley Wall Box (Without Match Features) Regular Model, 10c play 685.00
Special Model, 10c, 3 for 25c play 710.00

WILLIAMS MFG. CO.

Skyway $ 364.00
Daffy Derby 669.00
All Star Baseball 669.00

THE RUDOLPH WURLITZER CORPORATION

Model "1700" Phonograph ... $ 795.00
Model "600-A" Phonograph 955.00
Model "760-A" Phonograph 1,055.00
Model "600" Phonograph 1,295.00
Model "600-A" Phonograph 1,445.00
Model 5121-12" Concealed Speaker Hi-Fi $655.00
Model 5122-12" Wall Speaker Hi-Fi $655.00
Model 6350-5x16-25 Wall Box 3 Wire (104 Selections) $955.00
Model 5350-5x16-25 Wall Box 4 Wire (104 Selections) $955.00
Model 4851-5x16-25 Wall Box (104 Selections) $955.00
Model 5204-5x16-25 Wall Box (104 Selections) $955.00
Model 5101-12" Deluxe Speaker $955.00

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<td>KANSAS CITY, KANSAS</td>
<td>350.</td>
<td>375.</td>
<td>400.</td>
<td>425.</td>
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<td>475.</td>
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<td>525.</td>
<td>550.</td>
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<td>725.</td>
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<td>775.</td>
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**PINBALLS**

- Army Navy (Wm 10/53)
- Beach Club (E 2/53)
- Beauty (B 11/52)
- Big League Baseball (Wm 6/54)
- Cabana (Un 3/53)
- C.O.D. (Wm 9/53)
- Daisy May (Got 7/54)
- Dealer "21" (Wm 2/54)
- Dragonette (Got 6/54)
- Dude Ranch (B 9/53)
- Flying High (Got 2/54)
- Frollics (B 10/52)
- Grand Champion (Wm 8/53)
- Green Pastures (Got 1/54)
- Gun Club (Wm 11/53)
- Gypsy Dams (Got 5/53)
- Hava Club (Wm 2/54)
- Hawaiin Beauty (Got 4/54)
- Home Run, Six Player (CC 3/54)
- Ice-Frollics (B 1/54)
- Jockey Club (Got 4/54)
- Lazy "O" (Wm 2/54)
- Lovely Lucy (Got 2/54)
- Major League Baseball (Wm 4/54)
- Marble Queen (Got 8/53)
- Mexico (Un 3/54)
- Mystic Marvel (Got 3/54)
- Pappy Sisters (Wm 1/54)
- Palm Beach (B 7/52)
- Palm Springs (B 11/53)
- Pin Wheel (Got 11/53)
- Poker Face (Got 9/53)
- Quintet (Got 3/53)
- Rio (Un 11/53)
- Saddle & Surf (E 10/53)
- Screamo (Wm 4/54)
- Shindig (Got 10/53)
- Special Deluxe Baseball (Wm 1/54)
- Starlight (Wm 3/53)
- Struggle Buggies (Wm 12/53)
- Super Paypoint Baseball (Wm 1/54)
- Superstar Baseball (Wm 1/54)
- Surf Club (B 3/54)
- Talkit (Un 8/53)
- Times Square (Wm 4/53)
- Triples (Un 7/53)
- Yacht Club (B 6/53)

**SHUFFLE GAMES**

- Ace Shuffle Alley (Un 5/54)
- Advance Shuffle (CC 10/53)
- Bonus Shuffle (E 3/54)
- Carnival Shuffle (B 5/53)
- Cascade Shuffle Alley (Un 2/53)
- Champion Shuffle (B 5/54)
- Classic Shuffle Alley (Un 6/53)
- Crown Shuffle Alley (Un 3/53)
- Club Shuffle (Ke 4/53)
- Crown Shuffle (CC 12/53)
- Fountain Shuffle (CC 4/53)
- Grand Shuffle, Gt. Pn. (CC 4/53)
- Imperial Shuffle Alley (Un 1/54)
- Domino Shuffle (Ke 5/54)
- Gold Cup (CC 7/53)
- High Speed Crown Shuffle (CC 7/53)
- High Speed Triple Score Shuffle (CC 8/53)
- Olympic Shuffle Alley (Un 9/53)
- Pacific Shuffle (Ke 9/53)
- Rainbow Shuffle Alley (Un 5/54)
- Royal Shuffle Alley (Un 9/53)
- Shuffle Pool (Ge 11/53)
- Texas Shuffle Alley (Un 1/54)
- 10th Frame Double Score Shuffle (CC 3/54)
- Triple Score Shuffle (CC 6/53)
- Victory Shuffle (B 5/54)

**MUSIC**

- AMI
  - Model A
  - Model B
  - Model C
  - Model D-40
  - Model D-80
- EVANS
  - Jubilee, 45 rpm
  - Century
- ROCK-OLA
  - 1834, 78 rpm
  - 1834, 45 rpm
  - 1835, 45 rpm
  - 1836, 45 rpm
  - 1836A, 45 rpm
- SEESE
  - M100A
  - M100B
  - M100C
  - HFF-100-G
- WURLITZER
  - 1100
  - 1256
  - 1528, 45 rpm
  - 1600, 45 rpm
  - 1500
  - 1675
  - 1750
  - 1836
  - 1835
When it comes to collecting cold cash, the hottest thing in the juke box business is the 104-selection, all 45 RPM Wurlitzer 1700HF. It’s got what it takes to make patrons stop, look and start playing. As for good listening, the music this beauty turns out makes repeat play a solid certainty.

With the simplest mechanism the industry has ever devised—the Wurlitzer 1700HF turns music into money at a rate faster than any other phonograph in history.

SEE IT—HEAR IT—BUY IT AT
YOUR WURLITZER DISTRIBUTOR

THE FABULOUS HIGH-FIDELITY

Wurlitzer 1700HF

THE RUDOLPH WURLITZER COMPANY, N. TONAWANDA, N. Y. Established 1856
SPELL-NAME

Carry-Over Feature

LETTERS LIGHT PROGRESSIVELY AND REMAIN LIT FROM GAME TO GAME

COMPLETE NAME LIT
SCORES 5-IN-LINE

SUPER SELECTION FEATURE
PERMITS CHOICE OF
EXTRA BALL • BOTH SUPER CARDS
4-IN-LINE SCORES 5-IN-LINE
SUPER CARD SCORES 5-IN-LINE

DIAMOND DIAGONAL SCORES
ON CENTER CARD INCREASE IN-LINE SCORES

NUMBER SELECTION FEATURE
Center Card 4 Corners
Score 5-in-Line
Horseshoe Spot Feature
Spots 5-8-15
All Balls Return Feature
Advancing Scores—Extra Balls

EQUIPPED
WITH UNITED’S FAMOUS
E-Z SERVICE FEATURES

SEE YOUR
DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
**Bally JET-BOWLER**

With Triple-Match Feature and Skill-Shot Speed-O-Meter

STRIKE and SPARE scores controlled by player's SKILL

NOW... ever popular BOWLING PLAY-APEAL is combined with the old favorite Skee-Ball Play-Apeal in the greatest shuttle money-maker ever built. Thanks to new Skill-Shot Speed-O-Meter, Speed-Control skill of skee-ball is combined with Aim-Control skill of bowling to produce a bowler that really keeps players coming back day after day, month after month. Get in on the big new bowler boom now... get JET-Bowler and Rocket-Bowler!

MODEL JET-325: 10¢ a Play—3 Plays 25¢
MODEL JET-110: 10¢ a Play

**ROCKET BOWLER**

All the play-appeal and favorite features of JET-BOWLER... but without Triple-Match.

MODEL ROCKET-325
10¢ a Play
3 Plays 25¢

MODEL ROCKET-110
10¢ a Play

**FAVORITE FEATURES**

Light-up scores. Club-styled cabinet. Adjustable for 10 frames or 5 frames. 7-10 Pick-up. Last Frame Feature adjustable to allow player to keep shooting as long as he scores Strikes. Formica playfield. Giant pins. Hinged playfield, pin-hood and doors. Quiet operation. Snurdy, trouble-free mechanism.

**EARN MORE MONEY WITH**

**Bally Hi-Fi**

Famous IN-LINE SCORING Features Plus Exciting BUMP-BUTTON

Famous In-Line Score Features plus exciting Bump-Feature that allows player to bump or juggle game without lighting "tilt" result in biggest earnings reported since days of BEACH CLUB. And Hi-Fi is actually beating BEACH CLUB records in many spots. Get your share... get Hi-Fi today!

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois